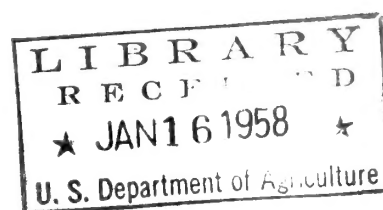


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ALL THAT
IS BEST IN...

Chrysanthemums
for 1958

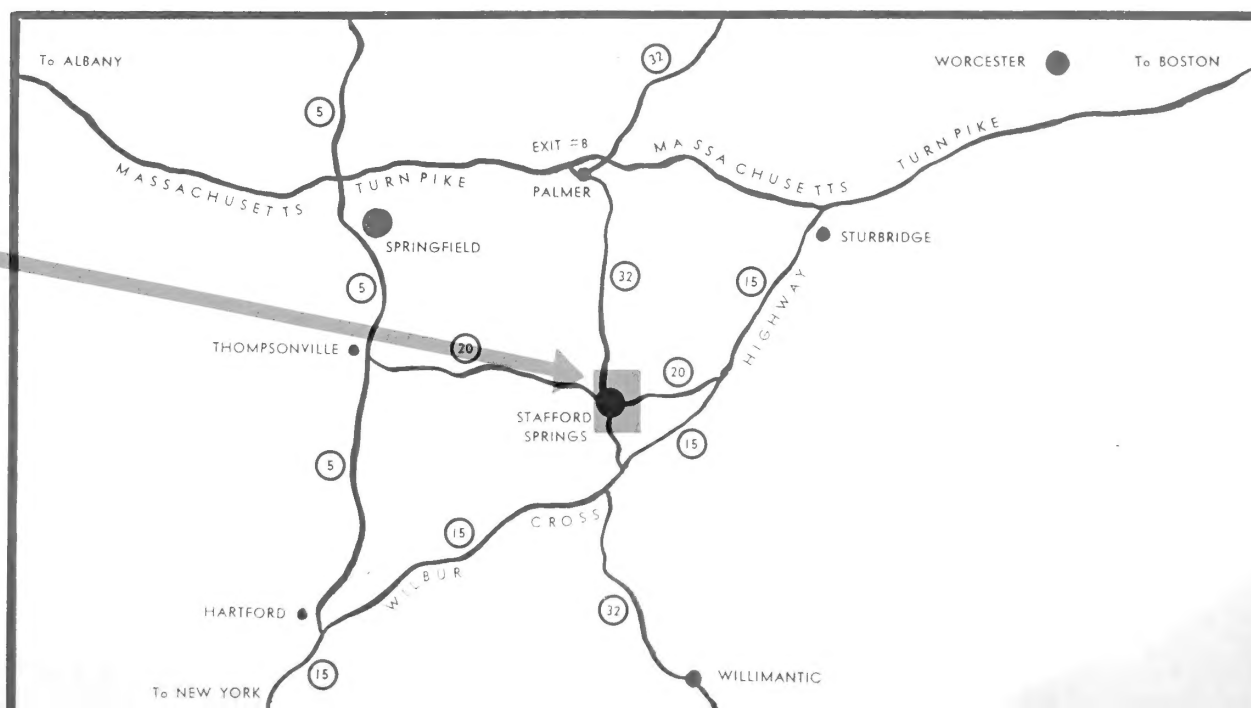


STAFFORD CONSERVATORIES

STAFFORD SPRINGS, CONN.

Overland 4-2751

*Visitors are always
welcomed at the
Stafford Conservatories*



It is with great pleasure that we present to you our 52nd Annual Listing of "All that is Best in 'Mums". We hope you will find it a valuable aid in planning your planting of 'Mums for 1958.

TERMS OF SALE

Cancellations or changes on early booked orders must be received at least 30 days before shipping. Prices quoted throughout this catalogue are for the trade only.

Parties outside the trade add 25 % to the prices quoted in this catalogue.

TERMS OF PAYMENT

CASH UNLESS CREDIT IS ESTABLISHED WITH US.

5% discount for CASH with the order, or on credit accounts 10 days after date of invoice. Net 30 days. Paid in advance orders when requested by Parcel Post must include sufficient postage.

C. O. D. ORDERS must be accompanied by one-fourth the amount of the order to insure acceptance.

DISCLAIMER

It is our policy and constant effort to secure and provide the cleanest stock available. We exercise every care to deliver to our customers the best stock possible.

We give no warranty, expressed or implied, as to the productiveness of any stock, as we exercise no control over the conditions under which the stock is planted and grown by the purchaser. Therefore, we cannot be held responsible for the results produced. Our liability in any instance is limited to the purchase price of the stock in question.

We hold ourselves responsible for miscounts or misdirected shipments and will gladly make adjustments or replacements should they occur. These must be reported promptly. Please retain packing sheets in such cases.

METHOD OF SHIPMENT

All orders shipped by EXPRESS unless requested otherwise. Prices quoted are F.O.B. Stafford Springs.

Paid in advance orders when requested by ParcelPost must include sufficient postage.

DAMAGE OR DELAY IN DELIVERY

We cannot be responsible for delays, damage or loss in transit. Claims for such losses should be made against the Common Carrier, at the time of delivery, by the consignee.

CALL ORDERS

Many Customers prefer to call for their cuttings rather than have them shipped. Orders may be called for on MONDAY, TUESDAY or WEDNESDAY, only if placed in advance. This policy is necessary due to the fact that shipments by express etc., must be made early in the week. THOSE WISHING TO SELECT ORDERS ON ARRIVAL MUST CALL ON THURSDAY, FRIDAY or SATURDAY.



IMPORTANT

Place your Order Early for all programs. It avoids substitution and helps us to serve you better.

PRICE SCHEDULE—PER SHIPMENT

MINIMUM ORDER 50 ROOTED CUTTINGS OF A VARIETY

When less than 50 cuttings of a variety are wanted, write for prices.

50 ONLY each variety	100-250 each variety	300-450 each variety	500-950 each variety	1000 up each variety
per 50	per 100	per 100	per 100	per 100
3.15	6.00	5.75	5.50	5.25
3.25	6.25	6.00	5.75	5.50
3.40	6.50	6.25	6.00	5.75
3.50	6.75	6.50	6.25	6.00
3.65	7.00	6.75	6.50	6.25
3.75	7.25	7.00	6.75	6.50
3.90	7.50	7.25	7.00	6.75
4.00	7.75	7.50	7.25	7.00
4.15	8.00	7.75	7.50	7.25
4.25	8.25	8.00	7.75	7.50
4.50	8.75	8.50	8.25	8.00

QUANTITY DISCOUNT

ON ORDERS FOR SPECIFIED VARIETIES PLACED DIRECT

These discounts are based on cumulative purchases during the calendar year. Discounts will be credited when shipments reach discount quota.

- 5% discount from list price on order of 5,000 to 10,000
- 10% discount from list price on order of 10,050 to 25,000
- 15% discount from list price on order of 25,050 to 40,000
- 20% discount from list price on order of 40,050 and over

ALL QUANTITY DISCOUNTS FORFEITED IF ACCOUNT IS UNPAID 90 DAYS FROM DATE OF INVOICE.

OUR SELECTION OFFER

We will select Cuttings to meet your seasonal requirements at the prices below. Varieties will be selected by us from surplus stock at the time of shipment and cannot be restricted to other than Standards or Spray Types, Color and Flowering Period.

300 — 950
\$6.00 per 100

1000 and up
55.00 per 1000

MINIMUM ORDER AT THIS PRICE 300 R. C.

Orders calling for 1000 or more and restricted to 50 of a Variety billed at \$6.00 per 100.

10% discount on 10,000 or over of OUR SELECTION

GIVE INFORMATION BELOW WHEN ORDERING.

STANDARDS — QUANTITY FLOWERING PERIOD

SPRAY TYPES — QUANTITY FLOWERING PERIOD



Avoid transit delays or losses by using our "Call Order" service.

VARIETIES OF RECENT INTRODUCTIONS

GARDEN VARIETIES

BENORA Sept. 30

Large flowering white pom with exceptional foliage and structure. A prolific bloomer with spreading growth habit.

KINGS RANSOM Oct. 1

Large golden yellow decorative. Here is an outstanding garden addition of medium height that is also suited for Spring Pots.

TORONTO Sept. 20

Prolific blooming orange bronze decorative that will prove to be exceptionally beautiful in the garden. Displays excellent growth habit for borders or Spring Pots.

DOLLI-ETTE Oct. 10

Distinctive golden bronze and red spoon. A fine novelty that will gain rave admiration in pots or in the garden.

STANDARDS

IMP. INDIANAPOLIS WHITE 10 wk. — Nov. 5

This variety is a selection of Indianapolis White that provides a reduction of winter quilling and pinking. As such it is only recommended for flowering from December thru April, where the grower might have been encountering a serious quilling problem. The variety offers depth, better form and color clarity. Should not be raised under high temperature conditions.

FRED SHOESMITH 10 wk. — Nov. 10

Here is a large, white incurved standard that is consistently larger than the Indianapolis varieties and usually flowers about seven days later than they do in any Off-Season program. Can be raised throughout the year although not quite as outstanding during January and February. Definitely susceptible to Botrytis but can be controlled through proper preventive practices.

YELLOW SHOESMITH 10 wk. — Nov. 10

Pleasing yellow sport of Fred Shoemith. More compact than parent resulting in slightly smaller size, but compactness increases its desirability from a handling standpoint.

FRED YULE 9 wk. — Nov. 3

A brilliant orange bronze intermediate incurved standard, that can be flowered from May thru November. Introduces a color unmatched by any other variety.

VALENTINE 11 wk. — Nov. 20

Large red disbud decorative that can be raised from October thru April with one additional week from pinch to shade. Provides a better color than Delaware for winter pot plants.

ROSE HARRISON 12 wk. — Dec. 5

Large reflexed flower with a true shell pink color. This entirely different mum will prove to be most striking from the retailer aspect.

POMPONS

FEATHERTOP 10 wk. — Nov. 5

Here is one of the most distinctive poms available today. The clear white petallage is feathered and partially tubular, surrounding a green center that closes with development. The variety is characterized by strong and vigorous growth and can be used in all ten week programming.

GRECOS CARNATION 11 wk. — Nov. 20

A clear white intermediate pom with finely serrated petals creating a form somewhat similar to that of a carnation. This pom is not a novelty but rather a much needed clear white for its natural season. In as much as the variety performs best with high light intensity it should not be used in light programs.

ICECAP 13 wk. — Dec. 10

Intermediate white pom that will initiate bud and develop at 56 degrees, making it very desirable for northern winter programs. A very vigorous and productive addition that does not pink.

ELEGANCE 14 wk. — Dec. 20

A very nice white decorative of good size that should find a ready market during its natural Christmas season. Growth is strong and without a trace of vegetativeness.

YELLOW CALUMET 8 wk. — Oct. 15

Bright lemon yellow sport of Calumet. An excellent early cut flower variety.

YELLOW ICEBERG 10 wk. — Nov. 5

A beautiful yellow sport from the top white pom. Especially valuable in the early shade programs. Retains same vigor and other outstanding qualities of the parent Iceberg.

YELLOW TAFFETA 11 wk. — Nov. 15

Intermediate lemon yellow sport from the very popular Taffeta. A welcome complement to the outstanding Off-Season varieties.

GOLDEN ELEGANCE 14 wk. — Dec. 20

Intermediate lemon yellow sport from Elegance. Production is high coupled with a good spray formation and clean growth habit.

BRONZE TAFFETA 11 wk. — Nov. 15

A lively deep bronze decorative. Variety retains its color exceptionally well.



Did you check the "Quantity Discounts" on Page 1?

WHITE STANDARDS

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
8 Week Varieties				
WHITE PINK CHIEF , Intermediate pure white incurved. Responds and develops well under high temperatures		Oct. 15	July 10	4.00
SILVER SHEEN , Intermediate incurved		Oct. 20	July 10	3.65
9 Week Varieties				
MARBLEHEAD , Small incurved. Clear white		Oct. 25	July 15	3.75
LUNA , Small cream incurved. Restrict to pot plant program		Oct. 25	July 15	3.75
QUEEN'S LACE , Best all around white spider for all programs		Nov. 1	July 15	3.65
WILSON'S WHITE , Intermediate incurved, best White Standard for pots		Nov. 1	July 15	3.50
10 Week Varieties				
GIANT BETSY ROSS , Large incurved sport of Betsy Ross		Nov. 5	July 22	3.40
INDIANAPOLIS WHITE , Incurved, responds good in all programs		Nov. 5	July 22	3.15
IMP. INDIANAPOLIS WHITE , Recommended for flowering December thru April. Reduces quilling and pinking during this period		Nov. 5	July 22	3.75
OREGON , Large white semi-incurved. Pot Plants only		Nov. 5	July 22	4.00
FRED SHOESMITH , Large white incurve. Outstanding mum throughout the year.		Nov. 12	July 22	4.25
11 Week Varieties				
MARKETEER , Intermediate semi-incurved		Nov. 18	July 28	3.65
MEFO , Large incurved Ivory White		Nov. 20	July 28	3.40
12 Week Varieties				
WHITE PETER JOHN , Large reflex. Clear white		Nov. 25	Aug. 5	3.90
CHATTANOOGA , Large incurved clear White		Nov. 25	Aug. 5	3.75
DECEMBER GLORY , Intermediate perfectly incurved.		Dec. 1	Aug. 5	3.75
MARGARET MOELLER , Intermediate, incurved		Dec. 3	Aug. 5	3.75
13 Week Varieties				
WHITE MISTLETOE , Intermediate incurved		Dec. 5	Aug. 10	4.15
SMITH'S LATE WHITE , Intermediate incurved, Ivory white		Dec. 13	Aug. 10	3.65

YELLOW STANDARDS

8 Week Varieties				
GOLD LODE , Intermediate incurved, deep lemon yellow		Oct. 15	July 10	4.00
MRS. KIDDER , Intermediate incurved, deep lemon yellow		Oct. 20	July 10	3.75
BLAZING GOLD , Intermediate semi-incurved, deep golden yellow		Oct. 23	July 10	3.50
9 Week Varieties				
SUNGLOW , Intermediate, golden yellow, incurved		Oct. 25	July 15	3.90
YELLOW LACE , Light lemon spider, best response for all programs		Nov. 1	July 15	3.75
GOOD NEWS , Intermediate incurved, deep lemon yellow		Nov. 1	July 15	3.15



Pot Mum sales are high. A regular planting of 50 quality 6" pots every other week can be accomplished with a total bench area of only 400 sq. ft.

YELLOW STANDARDS (Cont.)

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
10 Week Varieties				
IMPROVED IND. YELLOW , Improved and slightly darker than Ind. Yellow		Nov. 5	July 22	3.25
INDIANAPOLIS YELLOW , Intermediate incurved, lemon yellow		Nov. 5	July 22	3.25
YELLOW BETSY ROSS , Lemon yellow incurved		Nov. 5	July 22	4.00
YELLOW DELAWARE , Deep yellow sport from Delaware, for pot plants		Nov. 8	July 22	4.00
YELLOW SHOESMITH , Large, medium yellow incurve. Slightly smaller than parent principally because it is more compact		Nov. 12	July 22	4.25
11 Week Varieties				
YELLOW MARKETEER , Intermediate semi-incurved lemon yellow		Nov. 18	July 28	4.00
BONNAFFON DELUXE , Small incurved, golden yellow best for pots		Nov. 20	July 28	3.15
YELLOW MEFO , Large incurved, deep lemon yellow		Nov. 20	July 28	3.40
HARVESTER , Intermediate incurved, deep lemon yellow		Nov. 23	July 28	3.65
MARIE DE PETRIS , Large incurved, deep golden yellow		Nov. 23	July 28	3.75
12 Week Varieties				
DK. YEL. CHATTANOOGA , Large incurved, deep lemon yellow		Nov. 25	Aug. 5	3.75
GOLDEN PEARSON , Large incurved, lemon yellow		Nov. 25	Aug. 5	3.75
GOLDEN MRS. ROSS , Large incurved, light golden yellow		Dec. 3	Aug. 5	3.75
YELLOW MOELLER , Intermediate incurved lemon yellow		Dec. 3	Aug. 5	4.15
13 Week Varieties				
TOBIN'S YELLOW , Intermediate incurved, light lemon yellow		Dec. 13	Aug. 10	3.65

BRONZE & RED STANDARDS

9 Week Varieties				
HILDA BERGEN , Intermediate incurved, dark bronze		Oct. 25	July 15	4.00
DETROIT NEWS , Large incurved, reddish bronze		Nov. 1	July 15	3.40
FRED YULE , Intermediate incurve. Glowing orange bronze		Nov. 3	July 15	4.00
10 Week Varieties				
WAIKIKI , Red-bronze spider		Nov. 5	July 22	4.00
IND. BRONZE , Large incurved, buff-bronze		Nov. 5	July 22	3.50
DK. IND. BRONZE , Large incurved, dark bronze		Nov. 5	July 22	3.50
DELAWARE , Large semi-incurved reddish bronze. Outstanding for pots for all programs.		Nov. 8	July 22	3.50
GARNET KING , Intermediate reflexed, dark red		Nov. 13	July 22	3.90
MRS. ROY , Large incurved, red		Nov. 13	July 22	3.65
11 Week Varieties				
MRS. EISENHOWER , Golden bronze spider		Nov. 18	July 28	4.00
CALVERT'S GOLD , Intermediate golden-bronze, semi incurved. Suitable for pots		Nov. 20	July 28	3.75
VALENTINE , Medium-size red disbud. May also be used for pots		Nov. 20	July 28	4.25
12 Week Varieties				
GLADYS PEARSON , Intermediate incurved, light bronze		Nov. 25	Aug. 5	3.75
OAK LEAF , Intermediate incurved, dark bronze		Nov. 25	Aug. 5	3.75



Pick up your cuttings and plant them the same day—Watch them grow!

PINK STANDARDS

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
8 Week Varieties				
PINK CHIEF , Intermediate incurved, lavender		Oct. 15	July 10	3.75
9 Week Varieties				
MARY GARDEN , Spider, light lavender		Nov. 1	July 15	3.90
BLUE RIBBON , Bright lavender pink incurved. Outstanding pot plant variety, year 'round		Nov. 1	July 15	4.00
10 Week Varieties				
IND. PINK , Large incurved, deep lavender		Nov. 5	July 22	3.25
DK. ORCHID QUEEN , Large incurved, dark lavender		Nov. 10	July 22	3.65
QUEEN OF PINKS , Small incurved, best for pots		Nov. 10	July 22	3.50
LAUGHTER , Intermediate light lavender pink. Semi-incurved. Finishes good under high temperature. Good year 'round		Nov. 10	July 22	4.00
11 Week Varieties				
CALVERT'S PINK , Intermediate orchid pink suffused with salmon. Unsur- passed for Thanksgiving		Nov. 17	July 28	3.75
HELEN FRICK , Intermediate incurved, rose-pink		Nov. 20	July 28	3.90
THANKSGIVING PINK , Intermediate reflexed, amaranth		Nov. 23	July 28	3.90
12 Week Varieties				
PINK PETER JOHN , Large reflex, light Orchid Pink		Nov. 25	Aug. 5	4.00
ROSE HARRISON , Large reflex with a true shell pink color		Dec. 3	Aug. 5	4.25
13 Week Varieties				
PINK MISTLETOE , Intermediate incurved, lavender		Dec. 5	Aug. 10	4.15

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*A planting of "Short Disbuds" may be the answer to that empty bench.*

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WHITE POMPONS, SINGLES AND ANEMONES

FOR OTHER EARLY VARIETIES SEE HARDY GARDEN SECTION

7 Week Varieties				
CHRIS. COLUMBUS , Tall cream, large decorative. Recommended for Pot Plants and Garden Culture, Good cut flower		Oct. 1	July 5	3.65
GARDENIA , Large white decorative. Medium Height, profuse bloomer. Cut flower variety. Good pot plant		Oct. 5	July 5	3.75
HORIZON , Intermediate Pompon, pure white, best cut flower variety		Oct. 5	July 5	3.90
SILVERPLATE , Medium decorative, pure white. Cut flower and Spring pot plant program		Oct. 12	July 5	4.00
8 Week Varieties				
BLIZZARD , Small formal pompon, clear white. Good for Spring and Summer programs		Oct. 15	July 10	3.90
IRENE , Small white, button pompon		Oct. 15	July 10	4.15
PRISTINE , Pure white, intermediate pompon. Good response to all programs		Oct. 20	July 10	3.65
SILVERTONE , Intermediate white daisy. Buckskin habit. Good for Spring and Summer programs		Oct. 24	July 10	3.90

WHITE POMPONS, SINGLES AND ANEMONES (Cont.)

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
9 Week Varieties				
POPCORN,	Intermediate pompon, pinkish white	Oct. 25	July 15	3.75
WHITE POPCORN,	Intermediate pompon, cream-white	Oct. 25	July 15	3.65
KEEPSAKE,	Intermediate pompon, cream-white. Suitable for Spring and Summer programs	Oct. 25	July 15	3.50
WHITE KEEPSAKE,	Intermediate ivory pompon. Suitable for Spring and Summer programs	Oct. 25	July 15	3.75
PINOCCHIO,	Small white pompon. Good response to all programs	Oct. 25	July 15	3.65
SONGSTER,	Intermediate white pompon. Responds to Summer program	Oct. 25	July 15	3.75
ARCADIA,	Intermediate white pompon	Oct. 28	July 15	4.00
HALO,	Intermediate single, ivory-white. Good May thru September	Nov. 1	July 15	3.75
SEA GULL,	Intermediate pompon, ivory white	Nov. 1	July 15	3.75
ALASKA,	Intermediate White anemone with white cushion. Good for Spring and Fall shade program	Nov. 1	July 15	3.65
10 Week Varieties				
ICEBERG,	Here is an outstanding large white pompon that can be raised the year 'round. Excellent for disbud program	Nov. 5	July 22	3.50
WHITETOP,	Intermediate decorative, pure white. Responds well to all programs	Nov. 5	July 22	3.25
ENCORE,	Intermediate pompon, pure white. Clean grower	Nov. 5	July 22	3.65
FEATHERTOP,	Distinctive sport of Whitetop	Nov. 5	July 22	3.75
SHASTA,	Intermediate anemone, white-yellow cushion. Best anemone for all season programs	Nov. 10	July 22	3.25
LITTLE AMERICA,	Intermediate anemone, pure white. Good for Pots and Shading programs	Nov. 10	July 22	3.65
ILLINI IGLOO,	Intermediate white pompon, creamy center. Very productive. Good year 'round	Nov. 10	July 22	3.65
ILLINI SNOWDRIFT,	Quilled, intermediate decorative. Fast gaining in popularity. Responds well to all programs.....	Nov. 12	July 22	3.65
11 Week Varieties				
SCULPTURE,	Large ivory-white single. Responds well to all programs	Nov. 15	July 28	3.90
WHITE TAFFETA,	Intermediate decorative, pure white, sport of Taffeta. Good for Spring flowering	Nov. 15	July 28	3.75
SEAFOAM,	Intermediate pompon, white	Nov. 20	July 28	4.00
L. I. BEAUTY,	Large anemone, white, yellow center	Nov. 20	July 28	3.75
HIGHBROW,	Intermediate decorative, ivory-white. Quality pompon for the late cloth house and winter program	Nov. 20	July 28	3.75
NEVADA,	Intermediate anemone, white with green cushion	Nov. 20	July 28	3.90
PRISCILLA,	Intermediate pompon, ivory-white	Nov. 20	July 28	3.75
GRECO'S CARNATION,	Intermediate pure white pom with finely serrated petals	Nov. 20	July 28	4.25
PARAMOUNT,	Intermediate pompon, white. Free Sturdy growth	Nov. 23	July 28	3.65
BELRAY,	Large pompon, white. Good response to spring flowering and late cloth house	Nov. 24	July 28	3.50
12 Week Varieties				
ILLINI PEACE,	Intermediate white anemone	Nov. 25	Aug. 5	4.00
WHITE VALENCIA,	Large single, white	Nov. 28	Aug. 5	3.90
FORTUNE,	Intermediate pompon, white. Quality flower for November and December	Dec. 1	Aug. 5	3.65



Year Round Mums and Poms can be profitable to both retailer and wholesaler.

WHITE POMPONS, SINGLES AND ANEMONES (Cont.)

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
13 Week Varieties				
ACCLAIM ,	Large formal pompon, clean growth, no laterals. Lights and shades well. Outstanding quality pompon	Dec. 5	Aug. 10	3.40
ILLINI STARLET ,	Small anemone, white. Improvement on Garza	Dec. 10	Aug. 10	3.90
YUKON ,	Intermediate single, white. Good late daisy	Dec. 10	Aug. 10	4.00
ICECAP ,	Intermediate chalk white pom	Dec. 10	Aug. 10	4.25
14 Week Varieties				
SNOWCREST ,	Intermediate pompon, white with green eye	Dec. 15	Aug. 15	3.75
SILVERSMITH ,	Intermediate decorative, white	Dec. 15	Aug. 15	3.50
SNOWCAP ,	Large formal, white pompon. Outstanding for winter flower- ing program	Dec. 15	Aug. 15	3.75
GARZA ,	Intermediate white anemone, well rounded cushion	Dec. 15	Aug. 15	3.75
WEDDING BELLS ,	Intermediate pure white formal pompon	Dec. 20	Aug. 15	4.00
ELEGANCE ,	Intermediate white decorative, producing good sprays and high yield	Dec. 20	Aug. 15	4.25
15 Week Varieties				
REVELATION ,	Intermediate pompon, white. Responds to winter flowering program	Dec. 25	Aug. 20	3.65
SNOW ,	Intermediate pompon, cream white	Dec. 25	Aug. 20	3.65
TALMEDA ,	Intermediate white pompon. Improves Revelation. Good form and substance	Jan. 5	Aug. 20	3.75
ILLINI SNOWBOUND ,	Intermediate decorative with cream center	Jan. 5	Aug. 20	3.90
ILLINI CASCADE ,	Intermediate decorative, clear white	Jan. 5	Aug. 20	3.75

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*You owe it to yourself—ORDER EARLY.*  
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YELLOW POMPONS, SINGLES AND ANEMONES

FOR OTHER EARLY VARIETIES SEE HARDY GARDEN SECTION

7 Week Varieties				
YELLOW CHRIS. COLUMBUS ,	Tall Yellow, large decorative. Recommended for Pot Plants and Garden culture. Good cut flower	Oct. 1	July 5	3.65
CHARLES NYE ,	Large deep lemon yellow pompon	Oct. 5	July 5	4.00
YELLOW CALUMET ,	Lemon yellow sport of Calumet. Good early cut flower addition	Oct. 10	July 5	4.50
8 Week Varieties				
YELLOW IRENE ,	Small button pompon, light lemon yellow	Oct. 15	July 10	4.15
SARASOTA ,	Medium pompon, bright lemon. Cut flower. Good for early shade program	Oct. 15	July 10	4.00
9 Week Varieties				
GOLDEN HERALD ,	Large decorative, golden yellow	Oct. 25	July 15	3.65
GOLD COAST ,	Intermediate pompon, deep lemon yellow. Best yellow pom for all programs	Oct. 25	July 15	3.40
YELLOW DOT ,	Intermediate pompon, yellow with bronze center	Oct. 25	July 15	4.00
HAPPINESS ,	Large golden yellow single. Good producer and very reliable during high temperature periods	Oct. 28	July 15	4.00

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*Great Cash and Carry profits—A market pak of Spring Hardies—Solid or mixed.*  
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YELLOW POMPONS, SINGLES AND ANEMONES (Cont.)

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
YELLOW ARCADIA , Intermediate pompon, lemon yellow		Oct. 28	July 15	4.00
SAUTERNE , Intermediate single. Intense yellow. Good for all programs		Oct. 30	July 15	3.75
YELLOW SEA GULL , Intermediate pompon. Light lemon		Nov. 1	July 15	4.15
M. L. HALL , Intermediate pompon, deep lemon yellow		Nov. 1	July 15	3.65
DANDY , Intermediate pom. Temperature tolerant coupled with exceptional production. A must for an early program		Nov. 1	July 15	4.00
SUNRAY , Small anemone, lemon yellow. Responds to shade and good for pots		Nov. 5	July 15	3.75

10 Week Varieties

CONSTELLATION , Intermediate decorative, deep lemon yellow	Nov. 5	July 22	3.90
YELLOW BEAUREGARD , Intermediate pompon, yellow. Outstanding pompon, good for year around program	Nov. 5	July 22	3.65
YELLOWTOP , Bright lemon yellow sport from Whitetop with same versatility	Nov. 5	July 22	4.00
YELLOW ICEBERG , Lemon yellow sport retaining all the outstanding qualities of the parent	Nov. 5	July 22	3.75
LUXURY , Large decorative which can be raised as a spray or as a Fast Disbud	Nov. 8	July 22	3.75
HEYDAY , Intermediate bright yellow pom. Recommended April thru November	Nov. 10	July 22	4.00
YELLOW SHASTA , Large anemone, light lemon yellow. Best anemone for all season programs	Nov. 10	July 22	3.40
JEALOUSY , Small pompon. Intense yellow, bright green eye. Good for Spring and Fall programs	Nov. 10	July 22	3.65
YELLOW IGLOO , Small pompon, deep lemon yellow. Good for Spring and Fall programs	Nov. 10	July 22	3.65

11 Week Varieties

YELLOW TAFFETA , Yellow decorative pom. Sport of Taffeta	Nov. 15	July 28	4.25
YELLOW SCULPTURE , Large, lemon yellow daisy. Good for Spring and Fall programs	Nov. 15	July 28	3.90
GOLDEN CHORD , Intermediate pompon, golden yellow. Good for winter and spring programs	Nov. 15	July 28	3.65
FORTY NINER , Large pompon, golden yellow. Good for late winter flowering under lights	Nov. 15	July 28	3.40
SUZANNE MILLER , Large anemone, buff-yellow with yellow center	Nov. 15	July 28	4.00
GOLD BALL , Intermediate pompon, golden yellow. Good the year 'round ..	Nov. 15	July 28	3.75
YEL. L. I. BEAUTY , Large anemone, buff-yellow with yellow center	Nov. 20	Aug. 1	3.90
YELLOW Highbrow , Large decorative, golden yellow. Responds to late cloth house program	Nov. 20	Aug. 1	3.75
LOLLIPOP , Formal round hard lemon yellow pompon. Good for winter and spring programs	Nov. 20	Aug. 1	3.50
PIPPIN , Intermediate pompon, deep lemon yellow. Good producer and responds well to light and shade	Nov. 20	Aug. 1	3.75
ILLINI SUNSPOT , Large pompon, yellow. Good as a disbud and responds well for late cloth house	Nov. 20	Aug. 1	3.90
SULTAN , Large formal decorative. Golden yellow, good for Spring and Fall	Nov. 22	Aug. 1	4.00

12 Week Varieties

ILLINI WAMPUM , Small anemone bright yellow with greenish yellow cushion	Nov. 25	Aug. 5	4.00
GOLDSMITH , Large decorative, deep golden yellow. One of the best for Thanksgiving	Nov. 25	Aug. 5	3.75
HIGHLANDER , Intermediate decorative, lemon yellow. Improvement over Goldsmith but a lighter yellow	Nov. 25	Aug. 5	3.75
SUNNYSIDE , Intermediate pompon, golden yellow	Nov. 25	Aug. 5	3.65
YELLOW VALENCIA , Large single, golden yellow	Nov. 28	Aug. 5	3.90
YELLOW GALAXY , Intermediate single, lemon yellow. Most attractive and useful from October thru winter program	Dec. 1	Aug. 5	3.75
YELLOW FORTUNE , Intermediate yellow pompon. Quality flower for November and December	Dec. 1	Aug. 5	3.90

YELLOW POMPONS, SINGLES AND ANEMONES (Cont.)

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
13 Week Varieties				
GOLDEN ACCLAIM , Large pompon, golden yellow. Clean growth and responds well to all Winter programs		Dec. 5	Aug. 10	3.75
CORSAIR , Large pompon, lemon yellow. Outstanding for quality, vigor and production. Good October 15th to March 15th.		Dec. 10	Aug. 10	3.50
14 Week Varieties				
YELLOW GARZA , Intermediate anemone, yellow. Latest yellow anemone		Dec. 15	Aug. 15	3.90
SHAMROCK , Large decorative, lemon yellow. Good in mid-winter program		Dec. 15	Aug. 15	3.75
VIBRANT , Intermediate decorative, deep lemon yellow. Outstanding for normal and mid-winter flowering		Dec. 20	Aug. 15	3.65
SUNRISE , Intermediate pompon, deep lemon yellow, withstands lower temperatures		Dec. 20	Aug. 15	3.75
GOLDEN ELEGANCE , Intermediate lemon yellow, decorative for Christmas		Dec. 20	Aug. 15	4.25
15 Week Varieties				
SIREN , Medium decorative, lemon yellow		Dec. 25	Aug. 20	3.75
YELLOW SNOW , Intermediate pompon, deep lemon yellow		Dec. 25	Aug. 20	3.75
ILL. YEL. SNOWBOUND , Intermediate pompon, light lemon yellow. Latest yellow pompon		Jan. 5	Aug. 20	4.00

BRONZE & RED POMPONS, SINGLES & ANEMONES

FOR OTHER EARLY VARIETIES SEE HARDY GARDEN SECTION

7 Week Varieties				
HUNTSMAN , Large decorative pompon, scarlet-orange. Tall, garden and cut flower variety		Oct. 5	July 5	4.15
RED VELVET , Large decorative dark crimson. Responds readily for Spring pots. Cut flower variety		Oct. 10	July 5	4.15
CARNIVAL , Large pompon, burnt orange. Very good cut flower and garden variety. Medium height		Oct. 10	July 5	4.00
ADMIRAL , Dk. crimson pompon of excellent quality for cut flower and garden work. Medium height		Oct. 12	July 5	4.00
8 Week Varieties				
CALUMET , Large decorative, brilliant apricot. Excellent as garden variety and for early shade house		Oct. 15	July 10	4.00
RADIANCE , Intermediate decorative, non-fading red. Good for pots and garden work		Oct. 15	July 10	4.00
RAJAH , Intermediate single, scarlet. Striking daisy for garden and cut flowers		Oct. 15	July 10	4.15
JAMES STEWART , Small pompon, apricot-gold. Good in early shade programs and pot work		Oct. 15	July 10	4.00



Advance orders are reserved and rooted per your requirements.

BRONZE & RED POMPONS, SINGLES & ANEMONES (Cont.)

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
9 Week Varieties				
FIREBIRD , Intermediate decorative, reddish bronze		Oct. 25	July 15	4.00
BRONZE DOT , Intermediate pompon, light bronze with dark center		Oct. 25	July 15	3.75
BUCKSKIN , Small single, tawny-bronze. Outstanding for all shade and light programs		Oct. 25	July 15	3.75
GAITY , Large coral bronze single for shade and light programs		Oct. 25	July 15	3.75
NAVAHO , Intermediate pompon, mahogany-red. Responds to summer shade program		Nov. 1	July 15	4.00
IMP. RED DAISY , Intermediate single, red. Good color for summer shade program		Nov. 1	July 15	4.00
BRONZCHIP , Lively orange-bronze sport from Bluechip		Nov. 1	July 15	4.00
10 Week Varieties				
NECTARINE , Intermediate apricot orange pastel, decorative. Unmatched color		Nov. 5	July 22	4.00
JETFIRE , Intermediate decorative, flaming red. Outstanding in shade program ...		Nov. 5	July 22	3.50
OR. BEAUREGARD , Intermediate pompon, orange-yellow. Outstanding pompon. Good for year around program		Nov. 5	July 22	3.65
BEAUREGARD , Intermediate pompon, red-bronze. Produces quality flowers under all programs		Nov. 5	July 22	3.40
DARK BEAUREGARD , Luminous mahogany-bronze sport of Beauregard. Better color retention		Nov. 5	July 22	4.00
RUBICON , Large decorative, red. Good for Fall program		Nov. 5	July 22	3.65
BITTERSWEET , Intermediate single, bitter-sweet red. Good variety for shading		Nov. 5	July 22	3.90
CHEVRON , Intermediate pompon, intense red color. Holds color exceptionally well. Good May thru November		Nov. 10	July 22	4.00
COPPERHEAD , Large decorative, copper-bronze. Excellent for pots and as a disbud		Nov. 10	July 22	3.75
CLIMAX , Intermediate pompon, intense orange. Excellent for Spring thru Fall programs		Nov. 10	July 22	3.65
DK. BR. MASTERPIECE , Large pompon, dark bronze, sport of Masterpiece		Nov. 12	July 22	4.00
PARAGON , Large pompon, red. Good quality flower		Nov. 12	July 22	3.90
11 Week Varieties				
BRONZE TAFFETA , Bronze decorative pom. sport of Taffeta		Nov. 15	July 28	4.25
SHALIMAR , Lively orange-bronze anemone		Nov. 15	July 28	3.90
LEGAL TENDER , Intermediate decorative, red-gold. Suitable for pot plants		Nov. 20	July 28	3.90
RUSTICON , Intermediate pompon, rust-red		Nov. 20	July 28	3.75
THELMA , Intermediate pompon, orange-red. Holds its brilliant color well. Good September to Christmas		Nov. 20	July 28	3.50
ILLINI WARRIOR , Intermediate rust-bronze pompon		Nov. 20	July 28	4.00
RUBAIYAT , Intermediate formal pompon, velvety red. Unequaled for fall and winter flowering		Nov. 20	July 28	3.65
ILLINI WARPAINT , Large decorative, maroon red		Nov. 22	July 28	3.90
FESTIVAL , Intermediate single, apricot-red. Attractive variety for this season		Nov. 23	July 28	4.00
BRONZE MINUET , Intermediate pompon, bronze. Pleasing color for this season		Nov. 23	July 28	4.00
RED ROLINDA , Intermediate anemone, red. Durable Thanksgiving variety		Nov. 23	July 28	3.90
12 Week Varieties				
ILL. REDWOOD , Large pompon, reddish-bronze, durable well formed flower for Thanksgiving and December		Nov. 25	Aug. 5	4.00
BR. GOLDSMITH , Large decorative, orange-bronze. Attractive Thanksgiving color		Nov. 25	Aug. 5	3.75
APRICOT VALENCIA , Large single, apricot bronze		Nov. 28	Aug. 5	3.90
CRIMSON VALENCIA , Large single, red		Nov. 28	Aug. 5	4.00
GALAXY , Intermediate single, orange-scarlet. Striking color and good production		Dec. 1	Aug. 5	3.65

BRONZE & RED POMPONS, SINGLES & ANEMONES (Cont.)

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
13 Week Varieties				
DEBONAIR , Large pompon, crimson red. Well formed flower with good color		Dec. 5	Aug. 10	3.90
HARLEQUIN , Intermediate decorative, crimson red. Quality flowers		Dec. 10	Aug. 10	4.00
BR. MINSTREL , Intermediate pompon, coral-orange. Quality pompon		Dec. 13	Aug. 10	3.90
CHRISTMAS STAR , Intermediate single, scarlet. Good production and quality		Dec. 13	Aug. 10	3.75
14 Week Varieties				
CHRISTMAS GREETINGS , Large pompon, crimson-red. Most productive and best red for Xmas		Dec. 15	Aug. 15	3.65
MERRYMAKER , Intermediate single, crimson-red. Quality flowers and good producer		Dec. 20	Aug. 15	3.75
POINSETTIA , Large single, scarlet red. Outstanding and most attractive red single for Xmas		Dec. 20	Aug. 15	3.75



Increase your spring bedding sales by the use of hardies.



PINK POMPONS, SINGLES & ANEMONES

FOR OTHER EARLY VARIETIES SEE HARDY GARDEN SECTION

7 Week Varieties				
SONNY , Small salmon pink button pompon. Excellent cut flower, either under glass or in the garden		Oct. 1	July 5	3.75
LASSIE , Large decorative dark pink. Good as cut flower and for garden work. Height medium		Oct. 10	July 5	4.00
8 Week Varieties				
JEWELL , Small pompon, lavender pink. Compact sturdy growth. Good cut flower		Oct. 15	July 10	4.00
ENTERPRISE , Intermediate pompon. Good for garden and early shade program		Oct. 15	July 10	4.15
CAROLYN YOSICK , Intermediate pompon, lavender. Responds good to shade program, good pot plant		Oct. 20	July 10	3.90
9 Week Varieties				
PINKETTE , Intermediate Pink Pompon. Good for Spring and Fall programs		Oct. 25	July 10	3.90
REWARD , Intermediate single, lavender. Outstanding pink for the shade program. Productive.		Oct. 25	July 15	3.75
PINK DOT , Intermediate pompon, light lavender, with dark pink eye. Good shade variety		Oct. 25	July 15	3.65
BLUECHIP , Intermediate decorative pompon. Outstanding pink for spring and fall program. Excellent pot plant		Nov. 1	July 15	3.25
PINKCHIP , Pleasing light pink selection of Bluechip. Same quality and habit as parent		Nov. 1	July 15	4.00
TEMPO , Intermediate decorative, deep pink. Good for Spring and Fall program		Nov. 3	July 15	3.90

PINK POMPONS, SINGLES & ANEMONES (Cont.)

VARIETY	DESCRIPTION	Matures	Normal Pinch date	Price 50 Only
10 Week Varieties				
PARISIENNE , Intermediate single, nearest to true pink. A favorite for all off season programs		Nov. 5	July 22	3.90
DELIGHT , Intermediate pink daisy. Productive, durable and of striking color		Nov. 5	July 22	3.75
PORTRAIT , Large decorative pompon, deep lavender. Responds well to all season, pot work and disbudding		Nov. 8	July 22	3.25
BONNIE , Intermediate formal pompon, pink. Good for spring and fall program		Nov. 10	July 22	3.75
PENNANT , Intermediate decorative, deep pink. Suitable for Spring and Fall flowering		Nov. 10	July 22	3.65
PANDORA , Large decorative pompon, luminous-pink. Suited for the cloth house		Nov. 10	July 22	3.75
HUMDINGER , Large violet formal pom. Good for Spring and Fall Programs. Makes a distinctive pot variety		Nov. 10	July 22	3.75
MASTERPIECE , Large pompon, deep lavender. Suitable for pot work		Nov. 12	July 22	3.75
11 Week Varieties				
TAFFETA , Two-tone pink decorative. Good on year 'round programs		Nov. 15	July 28	3.65
DARK NORMA , Large anemone, dark lavender, yellow cushion		Nov. 15	July 28	4.00
ALMEGA , Large pompon, silvery pink. Good producer		Nov. 15	July 28	3.65
DELMAR , Intermediate pompon, silvery pink. Good for Spring and Fall programs		Nov. 20	July 28	3.75
PK. L. I. BEAUTY , Large anemone, orchid pink, yellow cushion		Nov. 20	July 28	4.00
DK. PK. L. I. BEAUTY , Large anemone, deep orchid, yellow cushion		Nov. 20	July 28	4.15
MINUET , Intermediate pompon, true pink. Good quality flower		Nov. 23	July 28	3.90
ILLINI FORMAL , Intermediate rose pink pompon. Novel variety for Thanksgiving		Nov. 23	July 28	3.90
12 Week Varieties				
BEAUTIFUL LADY , Large anemone, deep lavender. Attractive variety, suitable for pots		Nov. 25	Aug. 5	3.75
VALENCIA , Large single, rose-pink		Nov. 28	Aug. 5	3.90
DK. PINK VALENCIA , Large single, dark orchid-pink		Nov. 28	Aug. 5	3.75
13 Week Varieties				
ENCHANTRESS , Large anemone, lavender pink with yellow cushion		Dec. 5	Aug. 10	4.00
DEBUTANTE , Large single, lavender. Good for mid-winter flowering. Withstands lower temperatures		Dec. 10	Aug. 10	3.75
MINSTREL , Intermediate pompon, lavender. Quality pompon for November and December		Dec. 13	Aug. 10	3.75
IMP. PK. MINSTREL , Intermediate pompon, light lavender		Dec. 13	Aug. 10	3.90
14 Week Varieties				
RIVIERA , Intermediate decorative, lavender-rose		Dec. 15	Aug. 15	3.90
DEFIANCE , Intermediate decorative lavender		Dec. 20	Aug. 15	4.00
ALVODA , Large decorative, portrait pink. Easy producer, good addition to late varieties		Dec. 25	Aug. 15	3.75

HARDY OR GARDEN SECTION

PINCHING SCHEDULE FOR GARDEN CHRYSANTHEMUMS

Natural Flowering Date	Last Pinch Date for Cut Flowers	Last Pinch Date For Border Plants
Sept. 1	June 17	July 10-15
Sept. 15	June 24	July 15-20
Sept. 30	June 30	July 20-25
Oct. 10	July 5	July 25-30
Oct. 15	July 10	Aug. 1-5

CUSHION VARIETIES

The Cushion or Mound varieties bloom in September the first year and in August the second year if not disturbed.

Garden varieties planted before June should be kept pinched back until the last pinch date shown for the variety.

GARDEN VARIETY COLLECTIONS

If you are familiar with the better garden 'Mums we suggest you make the selection of varieties to suit your particular requirements. Such reservation will give your order preference in shipping.

For those who are not acquainted with the varieties we will select varieties for the collections listed below that you may desire. These varieties however will be selected from surplus stock at the time of delivery.

300 — 950
\$6.00 per 100

1000 — Up
\$55.00 per 1000

MINIMUM ORDER AT THIS PRICE 300 R. C.

Orders calling for 1000 or more and restricted to 50 of a Variety billed at \$6.00 per 100.

COLLECTION #1 — All cut flower varieties.

COLLECTION #3 — Cut-flower and border varieties.

COLLECTION #2 — All dwarf or border varieties.

COLLECTION #4 — Varieties for Spring Pots.

GARDEN VARIETIES FOR SPRING BLOOMING POT PLANTS

These plants have sales appeal as they can be sheared back after blooming and will flower again in the early fall.

Plants should be ordered to arrive 1 to 2 weeks ahead of first pinch date. For delayed start they may be planted and pinched on pinch date.

Pot and place under artificial lights upon arrival. Use 60 Watt bulbs spaced 4 ft. apart and 30 inches above the plants.

Maintain a 60 degree night temperature until buds are well developed.

3" Hardies — For this very popular seller use one cutting per pot. If you haven't tried this seller we readily suggest you do so. Many growers report heavy demand for spring and summer sales.

TWO PINCH METHOD

USE 4 PLANTS PER 6 INCH POT

FOR EASTER — April 6th

Plant — Jan. 6th - Jan. 13th
First Pinch — Jan. 20th
Second Pinch — Feb. 10th
Discontinue Lights — Feb. 10th

FOR MOTHER'S DAY — May 11th

Plant — Jan. 27th - Feb. 10th
First Pinch — Feb. 17th
Second Pinch — Mar. 17th
Discontinue Lights — Mar. 17th
Apply black cloth — Apr. 7th

FOR MEMORIAL DAY — May 30th

Plant — Feb. 24th - Mar. 10th
First Pinch — Mar. 17th
Second Pinch — Apr. 7th
Discontinue Lights — Apr. 7th
Apply black cloth — Apr. 7th

SINGLE PINCH METHOD

USE 5 PLANTS PER 6 INCH POT

FOR EASTER — April 6th

Plant — Jan. 20th - Feb. 3rd
Pinch — Feb. 10th
Discontinue Lights — Feb. 10th

FOR MOTHER'S DAY — May 11th

Plant — March 3rd
Pinch — Mar. 17th
Discontinue Lights — Mar. 17th
Apply black cloth — Apr. 7th

FOR MEMORIAL DAY — May 30th

Plant — Mar. 17th - Mar. 29th
Pinch — Apr. 7th
Discontinue Lights — Apr. 7th
Apply black cloth — Apr. 7th

HARDY OR GARDEN SECTION

WHITE

Varieties	Description	Matures	Price 50 Only
CRYSTAL MAID ,	Decorative type, cream pompon. Low growing that is suited for borders. Responds well to Spring Pot plant culture	Sept. 12	4.00
WHITE CUSHION ,	Low growing for border plantings. White decorative type flower with slight pink shadings in buds. Blooms earlier second year	Sept. 15	3.50
BENORA ,	Dwarf type growth providing large flowers on rigid stems. Spreading, well shaped plant.	Sept. 20	4.00
JESSAMINE WILLIAMS ,	White quilled type spoon. Vigorous early free flowering variety of medium height	Sept. 25	4.15
OSTOSA ,	An intermediate paper white pompon on a semi-dwarf plant. Early and very free flowering. One of the best whites for foreground planting	Sept. 25	4.00
PEPITA ,	Small white button pompon. Good in the Spring Pot plant program	Sept. 28	3.90
CHRISTOPHER COLUMBUS ,	A pleasing cream colored medium sized decorative pom. Tall growing and very prolific in the garden. Outstanding for spring and Fall pots. Good cut flower variety	Oct. 1	3.65
LYRIC ,	A short growing white single or daisy type of good substance. Very useful for spring pot plants	Oct. 5	4.00
GARDENIA ,	Large white decorative that is very prolific. Vigorous and strong growth with excellent foliage on a semi-dwarf plant. Outstanding garden variety	Oct. 5	3.75
HORIZON ,	Intermediate decorative pom, produced on good sprays with excellent stem and foliage. Very good as cut flower under glass or in the garden as well as for Spring pot plants	Oct. 5	3.90
SILVERPLATE ,	Pure white decorative. Medium height making a good cut flower for garden use and for Pot plants	Oct. 12	4.00
BLIZZARD ,	Small formal pompon. Clear white, durable flowers on well formed sprays. A very prolific and useful cut flower and garden variety as well as under glass or in the cloth house	Oct. 15	3.90
IRENE ,	Small pompon, useful white variety for cut flower and secondary border planting as well as under glass	Oct. 15	4.15

YELLOW

YELLOW CUSHION ,	A pleasing shade of yellow. Low growing decorative type for border plantings	Sept. 15	3.50
POMPONETTE ,	Low growing, intermediate golden yellow pompon. Very prolific and useful garden variety. Good for Spring Pot Plants	Sept. 15	3.65
HONEYCOMB ,	Small honey yellow button pompon. Short compact growth for foreground planting. Responds well for Spring pot plants	Sept. 25	4.00
MOONLIGHT ,	Intermediate sulfur yellow pompon. Short compact growth habit. Good for borders and pot plants	Sept. 25	4.15
YELLOW SUPREME ,	Bright lemon yellow, cushion border	Sept. 28	3.50
KINGS RANSOM ,	Large golden yellow decorative. Vigorous growth, prolific bloomer. Good Spring pot variety	Oct. 1	4.50
YELLOW CHRIS. COLUMBUS ,	Lemon yellow, intermediate decorative. One of the most popular for Spring pot plants. A good cut flower and prolific garden variety	Oct. 1	3.65
CHIQUITA ,	Small, deep lemon yellow button pompon. Chic for spring and fall pots. Intermediate garden variety	Oct. 1	4.00
ASTORIA ,	Intermediate bright lemon yellow pompon. Considered an improvement over Yel. Chris. Columbus or Moonlight for the Spring pot plant program. Early foreground variety	Oct. 5	4.00
CHARLES NYE ,	Large deep yellow pompon. Excellent as cut flower. Showy and prolific garden variety	Oct. 5	4.00
ROULETTE ,	Large decorative, bright yellow, dwarf growth. Excellent addition to the Spring pot plant program	Oct. 5	4.15
SUNBURST ,	Large cactus type golden yellow blooms produced on vigorous plants with excellent foliage and stems	Oct. 10	4.00
YELLOW CALUMET ,	Lemon yellow sport of Calumet. Good early cut flower addition	Oct. 10	4.50

HARDY OR GARDEN SECTION (Cont.)

Varieties	Description	Matures	Price 50 Only
YELLOW IRENE , Small lemon yellow pompon. Good cut flower variety for the garden as well as under glass		Oct. 15	4.15
SARASOTA , Medium bright yellow pompon. Excellent cut flower variety for the garden as well as under glass and in the cloth house		Oct. 15	4.00
BRONZE & RED			
TORONTO , Pleasing bronze decorative. Prolific bloomer with short growth habit. Outstanding for pots and borders		Sept. 20	4.15
SCARLET CRIMSON , Decorative type, bright red pompon. Medium height for secondary border in gardens		Sept. 20	3.90
CHAMPION CUSHION , Decorative type, deep bronze. Short border variety		Sept. 25	3.50
COMMANDER CUSHION , Decorative type, red pompon. Short border variety		Sept. 25	3.50
REMEMBRANCE , Large decorative, deep carmine. For pots and secondary borders in the garden		Sept. 28	3.75
LIPSTICK , Cushion, Attractive ruby colored flower		Sept. 28	4.25
W. P. SNYDER , Intermediate decorative. Bright apricot color, useful for garden and Spring pots		Oct. 1	4.00
IRON MOUNTAIN , Deep red pompon. Short growing and very good in the garden. Excellent as a pot plant		Oct. 1	3.90
HUNTSMAN , Scarlet orange decorative. Excellent garden cut flower, showy and dependable. Tall grower		Oct. 5	4.15
RED VELVET , Large decorative, dark crimson. Good garden cut flower and responds well for Spring pots		Oct. 5	4.15
DOLLI-ETTE , Striking golden bronze and red spoon. Sure fire variety for pots or garden		Oct. 10	4.15
CARNIVAL , Large pompon. Glowing burnt orange. Good cut flower and background garden variety		Oct. 10	4.00
ADMIRAL , Dark crimson red decorative. Cut flower and garden variety		Oct. 12	4.00
CALUMET , A large apricot bronze pompon of superior flower quality making well formed sprays. Excellent all around variety for the garden background, cloth house, Spring pot plants and normal flowering		Oct. 10	4.00
RADIANCE , Intermediate red decorative pompon. Breaks freely and responds uniformly. Beautiful non-fading color. Very prolific and useful for garden and Spring pot plants		Oct. 15	4.00
RAJAH , Intermediate single, striking scarlet red daisy. Excellent cut flower for the garden and under glass		Oct. 15	4.15
JAMES STEWART , Small apricot gold pompon. Responds to early shading in the cloth house. Good natural cut flower in greenhouse or garden. Also useful Spring pot plant		Oct. 15	4.00
PINK			
JOAN HELEN , Intermediate pompon, deep purple. A brilliant garden variety as a cut flower and exceptionally good as pot plant		Sept. 10	3.75
ALERT , Large decorative dark purple pompon produced on well shaped plants. Especially good for all pot plant programs		Sept. 20	3.75
MAJOR CUSHION , Decorative type lavender pompon. Good border variety and useful for Spring pot plants		Sept. 25	3.50
SONNY , Small salmon pink button pompon. Excellent as a cut flower for the garden or under glass		Oct. 1	3.75
MISCHIEF , Dark purple single with contrasting yellow center. Profuse flowering and attractive as border variety or for Spring pot plants		Oct. 1 1	3.90
SPELLBOUND , Intermediate decorative, pleasing lavender shade. Ideal as Spring pot plant, and low garden variety		Oct. 1	3.65
LASSIE , Large bright pink decorative. Very good cut flower variety for the garden and background planting		Oct. 10	4.00
JOYBRINGER , Salmon rose pompon. Low branching and making an excellent garden variety. Ideally suited for Spring pot plants		Oct. 10	3.90
JEWELL , Small lavender pink button pompon. This durable flower is useful in the garden, under glass, in the cloth house or for Spring pot plants		Oct. 15	4.00
ENTERPRISE , Medium pompon, amaranth rose produced on well formed sprays. Useful cut flower under glass, in the cloth house or the garden		Oct. 15	4.15

GROWING 'MUMS FROM START TO FINISH

First step if you are not experienced in growing 'MUMS is to acquaint yourself with their habits and needs, then be prepared to take care of them as they progress in growth. We give below basic details which we find are most widely used among reputable growers in this section of the country. The grower will soon learn by his own experience how to modify or elaborate on these instructions.

The successful grower will figure out his planting schedule, many months or a year in advance. This not only helps you but the supplier of young stock to have sufficient stock for the particular planting date. Have the space ready for them and plant the cuttings on arrival or as soon as possible. The cuttings you receive will be grown under modern conditions, from the cleanest stock available, and as free from disease and premature buds as modern methods can produce. Failure to carry out and properly execute each step at the correct time will show its effect in the growth and quality of your finished product.

SOIL — Preparation and Fertilizing

'Mums grow well in most soils. Moderately porous soil is best. This can be made by the addition of peat or manure but knowing the behavior and nutrient content of your own particular soil is important. Soil tests will give you this information and if you cannot do this yourself, your Agricultural College or Experiment Station will be glad to do it for you.

Before sterilizing or planting, add lime and superphosphate as needed. (In case of steam sterilizing these materials should be added before sterilizing.) Use about 3-5 lbs. to 100 sq. ft. of bench space. Nitrogen and Potash can be added after the plants have become established and start to grow. These elements can be applied in dry or liquid form according to the growers preference. A complete dry fertilizer such as 5-8-7 or 5-10-5 or any of the water soluble fertilizers can be used.

SOIL STERILIZATION

Sterilizing the planting soil is vitally important in destroying such diseases as Verticillium wilt, nematodes, and other destructive organisms carried in the soil, to insure a quality crop and is a must if successive crops of 'Mums are grown in the same soil. The cuttings supplied, while free of diseases when received will pick up various diseases from the soil they are planted in, unless it has been properly and thoroughly sterilized. Before sterilizing be sure to loosen all soil thoroughly as steam or chemicals cannot penetrate hard packed soil satisfactorily.

In addition to producing a better crop sterilizing also proves to be economical in allowing reuse of valuable soils and humus, and saving on costly labor involved in changing soils and weeding.

Sterilizing can be done with either Steam or Chemicals. With steam sterilizing, which is most practical, it is necessary first that the soil be moist before sterilizing and that a temperature of 180 degrees fahrenheit be maintained throughout the entire soil mass for a period of not less than one half hour.

Chemical sterilizing can be used where steam is not available and circumstances will permit it. The soil should be at least 60 degrees fahrenheit and the greenhouse being treated should have no other living plants in it, as chemical reactions will destroy them. There are a number of chem-

icals suitable for this work, but whatever is used, follow the manufacturer's instructions carefully.

HIGH SALTS DAMAGE

When using old soils, or soil used for a previous crop, it should first be sterilized. Then watch for high soluble salts which may be present 2 weeks after sterilization. These salts cause plenty of trouble to 'Mums. They are the residue of fertilizers used on the previous crop, and will kill the roots of young cuttings or seedlings, or result in a poor sickly crop. These salts can be washed out of the soil by HEAVY LEACHING with water, giving two or three applications in succession. High salts do not necessarily mean high nutrient levels. You can have high salt and low nutrient levels. After you get rid of the high salts you should continue with a regular feeding program, as you wash out all your fertilizer as well as the salts. The use of liquid or water soluble fertilizers also helps to reduce salt hazard.

PLANTING AND SPACING

The time of planting will be determined by the blooming date, or response group, quality and size of flowers, and pinching if desired. For normal flowering allow about three weeks from planting to pinching. Normal pinch date is given with each variety listed in the general catalogue of varieties. For the off season program refer to schedule outlined in this catalogue for planting and pinching data.

Plant cuttings shallow, not over one inch deep and directly to permanent benches if possible, soon as the cuttings are received. Keep roots of the cuttings protected at all times while planting. Exposure, especially to hot sun and wind, will destroy the root action in a few seconds.

If space is not ready when cuttings arrive they should be potted or banded to keep them soft and growing. Here again, careful attention should be given to see they are put in fresh or sterilized soil, so as to keep them free of verticillium wilt and other soilborne diseases. Be sure not to let them stay too long in this crowded condition. Shading newly planted stock on very hot sunny days for the first couple of days will help considerably, as well as, frequent spraying with water over the tops of the cuttings. They should not be allowed to wilt.

Spacing will depend on the quality desired as well as the time of year and number of pinches. Standards are generally spaced 7 x 8 or 8 x 8, grown two stems to the plant. Some growers allow three flowers to come on the outside rows where light is more abundant. For single stem culture 6 x 5 or 6 x 6 is ample. Pompon spacing depends on method of pinching and varieties. Some varieties have much heavier foliage than others and require more space. For the one pinch method 6 x 8 or 7 x 8 is fairly standard. For 2 pinch method 8 x 9 or 9 x 9 will be sufficient. For single stem production 4 x 6 or 4 x 7 is about right. The general rule followed is to give each flowering shoot approximately 20 sq. in. of space.

WATERING

Chrysanthemums require lots of water, especially when grown on raised benches and if you have a good porous, well drained soil. Water heavily after planting and then spray or sprinkle plants for a few days until they have taken hold. Do not let them wilt if possible. Once the foliage

gets heavy do not water overhead and by no means allow the foliage to be wet overnight. Keep the foliage dry and the soil moist.

PINCHING

Pinching means the stopping of the upright growth of the plants by cutting or breaking off the growing tip of the plant stem. It is done to increase the number of stems per plant, to control type of bud formation and to keep plants shorter in growth. This will cause a number of breaks or shoots to appear. The plants should be pinched soon after the cutting takes hold and starts to grow freely. Usually only the tip of the stem is removed when under fast modern production. Do not pinch down into the hard stem. Thinning the breaks down to about 3 shoots to the plant on pompon varieties and 2 shoots on the Standards usually give best results. Normal pinch dates are given in the general listing of varieties. For the off season cut flower or pot plant program refer to pinch dates in the desired schedule.

LIGHT AND TEMPERATURE

Except for the first few days when the young cuttings are planted or potted, Chrysanthemums require all the light they can get. If shade is on the roof from summer it is best to remove it at least by the 1st of September. Chrysanthemums are no longer considered a cool crop. A minimum of 50 degrees or better still 55 to 60 degrees night temperature is considered best for all stages of growth for normal flowering. This is particularly important during bud initiation as too low a temperature will prevent buds from forming properly and likely result in some blind growth. Temperatures too high, 90 degrees or over, which can occur under black cloth, is also bad as it tends not only to slow down the crop but fades the pink, red and bronze shades.

INSECTS — PREVENTION AND CONTROL

It is very important to keep the stock clean and free of injurious insects. The best way to insure this is to start spraying the plants about two weeks after planting and to spray at intervals of every two or three weeks until color shows. You will find it easier to keep them clean than to wait until infestation shows up and causes damage, then have the task of trying to get the best of it.

A good general purpose spray for Chrysanthemums:

Material	Amount to make		
Water	100 Gal.	25 Gal.	3 Gal.
DDT 50% wettable powder	1 lb.	1/4 lb.	1 1/2 tbsp.
Malathion 25% wettable powder	2 1/2 lbs.	10 oz.	4 tbsp.
Parzate, or Fermate	1 1/2 lbs.	5 oz.	2 tbsp.
DuPont Spreader sticker - or other spreading agent such as Drefit, may also be used	6 oz.	2 tbsp.	1 tsp.

Mixing Procedure — Put all dry ingredients into a can or pail. Add small amount of water, stir to make a thin paste. Put a small portion of the water to be used into the spray tank. Add above mixture slowly, stirring constantly, (run agitator while adding the mixed solution). Add balance of water and be sure it is well mixed before using.

DISBUDDING

It is extremely important that you take the time to select the flowering buds on Standards as soon as they appear and are sizeable enough to remove. If the crop was planted and pinched on or near the recommended dates, flower the first bud that appears. In other words, as soon as a bud of any kind appears, remove all side shoots and let the center bud flower.

SUPPORTING THE PLANTS

To grow good flowers with good stems it is essential to keep the plants properly supported at all times.

The wires and cross string method is least work, most economical and practical. Start supporting the plants soon as they are established and either add additional layers of wires and cross strings or move the first layer up about every 10 to 15 days depending on growth.

TO PREVENT PREMATURE BUDS

ALL Mum cuttings need additional light, according to their response group, during certain times of the year so as to prevent premature buds, when grown in temperatures over 50 degrees. See "Additional Lighting Schedule" and "Year 'Round Lighting and Shading Schedule" on page 19.

DISTANCE TO PLANT

To produce quality blooms for either a pinched or no pinch crop, spacing as shown in schedule below is

recommended.

SPACING FOR NO PINCH CROP

Crop Flowering	Pompon	Standards & Disbuds
May — Sept.	4 x 5	6 x 4
Sept. — Nov.	4 x 6	6 x 5
Nov. — Mar.	4 x 7	6 x 6
Mar. — May	4 x 6	6 x 5

SPACING FOR SINGLE PINCH CROP

Crop Flowering	Pompon	Standards & Disbuds
May — Sept.	8 x 6	8 x 7
Sept. — Nov.	8 x 7	8 x 8
Nov. — Mar.	8 x 8	8 x 9
Mar. — May	8 x 7	8 x 8

THE CONTROL OF PESTS AND DISEASES

EFFECTING CHYSANTHEMUMS

Our own controls for most common Chrysanthemum Pests and Foliar Diseases are: D.D.T. as a spray or dust, Systox in soil as a systemic, Malathion as a spray, Parzate as a fungicide, alternating Aramite and Lindane as Aerosol bombs. There are many other controls that are equally effective which can be used.

PESTS	CONTROLS
Red Spider	Malathion or Parathion as a spray. Systox as a systemic in soil. Aramite or Lindane Aerosol bombs.
Thrips	Lindane, Malathion bomb or spray. D.D.T. dust or spray.
Aphids	Malathion or Parathion bomb or spray. Parathion pressure fumigators also useful for small areas, especially when aphids attack open flowers.
Leaf Roller Midge Tarnish Plant Bug or Cinch Bug	Parathion bomb, spray or dust. D.D.T. spray or dust.
Mite-glazed brown appearance on underside of foliage.	Endrin spray very effective.
Botrytis or Petal Rot, in flowers caused by High Humidity.	Dust or spray weekly with Parzate when color shows. Keep air circulating, ventilate and heat. Keep humidity down.
Foliar Nematode, Tiny Eelworms inside leaves causing brown blotches.	Parathion spray. Systox in soil 3 to 4 weeks after planting. P-40 on soil also effective.
Septoria Leaf Blight. Grayish brown spots on foliage.	Regular spraying with either Parzate or Fermate.
Verticillium Wilt	Outer edges of leaves turn yellow. General wilting of leaves usually starting at bottom and working up. Sterilize Soil and use Verticillium free cuttings.
Mildew-white powdery growth on upper side of leaves.	Spray wettable Sulphur with spreader.
Black Spot	Regular spraying with Parzate or Fermate. Do not allow foliage to be wet over night.

YEAR AROUND FLOWERING OF CHRYSANTHEMUMS

YEAR AROUND FLOWERING

By using artificial light or shading with black cloth, Chrysanthemums can be flowered at any time of the year.

If you wish to flower 'MUMS at any time other than their normal flowering season, select your flowering date or dates and order your stock early to be sure you have them to plant at the proper time. Then be prepared to light or shade them as your program requires.

SHORT DISBUDS or FAST DISBUDS

Short Disbuds or Fast Disbuds are becoming increasingly popular throughout the trade.

Under this programming you can achieve 24 to 30 inch stems in twelve to seventeen weeks, depending upon the time of year, producing 9 to 12 blooms per square foot.

This is a pinched crop with your preference as to two or three stems per plant.

The program requires the same cultural factors as the Year 'Round program.

If you wish to plan such a program kindly notify us and we will gladly furnish a schedule for this program together with a listing of the recommended varieties.

LIGHTING

Lights are needed to prevent formation of buds before required growth is attained. A light intensity of not less than 10 foot candles is necessary to accomplish this, or approximately $1\frac{1}{2}$ watts of light per square foot of space, including walks. For small installations 60 watt lights, under reflectors, spaced 4 feet apart; or 100 watt lights, under reflectors, spaced 6 feet apart and about 30 inches above the tops of the plants will usually prove satisfactory. **AT NO TIME SHOULD THERE BE MORE THAN $8\frac{1}{2}$ HOURS OF DARKNESS.** Consequently lights should be applied preferably after 10 P.M., or as near midnight as possible, and lighted for the required number of hours as shown in the schedule.

Lighting Plants on a small scale.

When a small block or any part of a house is to be grown under lights be sure to drop a black cloth to cut off any other plants around them so their growth will not be affected by the lights. In other words the plants to be grown under lights must be isolated from any other plants around them during the hours of lighting.

ADDITIONAL LIGHTING SCHEDULE

2 Hours during the months of August, April, May.

3 Hours during the months of September, October, March.

4 Hours during the months of November and February

5 Hours during the months of December and January

Temperature — To flower under lights during the winter months it is necessary to keep a minimum temperature of 60 to 65 degrees, and not less than 60 degrees at night, during the period of growth and bud formation. After color shows in the buds, lower temperature gradually to 54-56 degrees to harden off the finished flowers.

SHADING

On programs calling for shading with Black Cloth, the plants should be covered daily at 5 P.M., and the cloth removed at 8 A.M. Continue the shading until buds are well developed and showing color. It is essential in shading that the benches be completely covered as any leaks of light will result in delayed flowering where light leaks retard progress of the buds.

YEAR-ROUND LIGHTING AND SHADING SCHEDULE

Response Group	Shading to Stop in Fall	Shading to Start in Spring
7 week	Aug. 25	Apr. 7
8 week	Sept. 1	Mar. 31
9 week	Sept. 8	Mar. 24
10 week	Sept. 15	Mar. 17
11 week	Sept. 22	Mar. 10
12 week	Sept. 29	Mar. 3
13 week	Oct. 6	Feb. 24
14 week	Oct. 13	Feb. 17

Response Group	Lighting to Start in Fall	Lighting to Stop in Spring
7 week	July 14	May 26
8 week	July 22	May 19
9 week	July 29	May 12
10 week	Aug. 4	May 5
11 week	Aug. 11	Apr. 28
12 week	Aug. 18	Apr. 21
13 week	Aug. 25	Apr. 14
14 week	Sept. 1	Apr. 7

12-9-12 INTERRUPTED LIGHTING FOR WINTER STANDARDS

The use of interrupted lighting on the Indianapolis, Mefo and Queen varieties has resulted in a fuller flower with better form during the dark winter months. The use of the 12-9-12 schedule outlined below, and the practice of maintaining both day and night temperatures near 60 degrees invariably produces the best crop results.

To use this method you first determine the normal "lights off" date for the blooming date desired. Count back 12 days from this "lights off" date and shut off lights for 9 complete short days. Then give long days once again for 12 full days. Please note however that if you have varieties other than those mentioned above, in the unit, be sure to protect them from this lighting procedure by the use of black cloth.

LIGHTING AND SHADING PROGRAM FOR CHRYSANTHEMUMS

STANDARD & POMPONS GROWN FOR CUT FLOWERS

FOR NEW ENGLAND AND SURROUNDING AREA

Latitude 40-45 degrees

FOR NO PINCH METHOD — PLANT ON PINCH DATE

BLOOMING DATE	RESPONSE GROUP	PLANT	PINCH	LIGHTING PERIOD	START SHADE
May 5 1958	10 week	Dec. 16	Jan. 13	Dec. 16 — Feb. 24	Mar. 17
	9 week	Dec. 16	Jan. 13	Dec. 16 — Mar. 3	Mar. 24
	8 week	Dec. 16	Jan. 13	Dec. 16 — Mar. 10	Mar. 31
May 12	10 week	Dec. 30	Jan. 27	Dec. 30 — Mar. 3	Mar. 17
	9 week	Dec. 30	Jan. 27	Dec. 30 — Mar. 10	Mar. 24
	8 week	Dec. 30	Jan. 27	Dec. 30 — Mar. 17	Mar. 31
May 19	10 week	Jan. 6	Feb. 3	Jan. 6 — Mar. 10	Mar. 17
	9 week	Jan. 6	Feb. 3	Jan. 6 — Mar. 17	Mar. 24
	8 week	Jan. 6	Feb. 3	Jan. 6 — Mar. 24	Mar. 31
May 26	10 week	Jan. 20	Feb. 17	Jan. 20 — Mar. 17	Mar. 17
	9 week	Jan. 20	Feb. 17	Jan. 20 — Mar. 24	Mar. 24
	8 week	Jan. 20	Feb. 17	Jan. 20 — Mar. 31	Mar. 31
June 2	10 week	Feb. 3	Feb. 24	Feb. 3 — Mar. 24	Mar. 24
	9 week	Feb. 3	Feb. 24	Feb. 3 — Mar. 31	Mar. 31
	8 week	Feb. 3	Feb. 24	Feb. 3 — Apr. 7	Apr. 7
June 9	10 week	Feb. 17	Mar. 10	Feb. 17 — Mar. 31	Mar. 31
	9 week	Feb. 17	Mar. 10	Feb. 17 — Apr. 7	Apr. 7
	8 week	Feb. 17	Mar. 10	Feb. 17 — Apr. 14	Apr. 14
June 16	10 week	Feb. 24	Mar. 17	Feb. 24 — Apr. 7	Apr. 7
	9 week	Feb. 24	Mar. 17	Feb. 24 — Apr. 14	Apr. 14
	8 week	Feb. 24	Mar. 17	Feb. 24 — Apr. 21	Apr. 21
June 23	10 week	Mar. 3	Mar. 24	Mar. 3 — Apr. 14	Apr. 14
	9 week	Mar. 3	Mar. 24	Mar. 3 — Apr. 21	Apr. 21
	8 week	Mar. 3	Mar. 24	Mar. 3 — Apr. 28	Apr. 28
June 30	10 week	Mar. 10	Mar. 31	Mar. 10 — Apr. 21	Apr. 21
	9 week	Mar. 10	Mar. 31	Mar. 10 — Apr. 28	Apr. 28
	8 week	Mar. 10	Mar. 31	Mar. 10 — May 5	May 5
July 7	10 week	Mar. 17	Apr. 7	Mar. 17 — Apr. 28	Apr. 28
	9 week	Mar. 17	Apr. 7	Mar. 17 — May 5	May 5
	8 week	Mar. 17	Apr. 7	Mar. 17 — May 12	May 12
July 14	10 week	Mar. 24	Apr. 14	Mar. 24 — May 5	May 5
	9 week	Mar. 24	Apr. 14	Mar. 24 — May 12	May 12
	8 week	Mar. 24	Apr. 14	Mar. 24 — May 19	May 19
July 21	10 week	Mar. 31	Apr. 21	Mar. 31 — May 5	May 12
	9 week	Mar. 31	Apr. 21	Mar. 31 — May 12	May 19
	8 week	Mar. 31	Apr. 21	Mar. 31 — May 19	May 26
July 28	10 week	Apr. 7	Apr. 28	Apr. 7 — May 5	May 19
	9 week	Apr. 7	Apr. 28	Apr. 7 — May 12	May 26
	8 week	Apr. 7	Apr. 28	Apr. 7 — May 19	June 2
August 4	10 week	Apr. 14	May 5	Apr. 14 — May 5	May 26
	9 week	Apr. 14	May 5	Apr. 14 — May 12	June 2
	8 week	Apr. 14	May 5	Apr. 14 — May 19	June 9

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**You owe it to yourself—ORDER EARLY.**

# YEAR AROUND SCHEDULE FOR CUT FLOWER CROPS

| BLOOMING<br>DATE  | RESPONSE<br>GROUP | PLANT   | PINCH   | LIGHTING<br>PERIOD | START<br>SHADE |
|-------------------|-------------------|---------|---------|--------------------|----------------|
| August 11<br>1958 | 1 week            | Apr. 21 | May 12  | Apr. 21 — May 5    | June 2         |
|                   | 9 week            | Apr. 21 | May 12  | Apr. 21 — May 12   | June 9         |
|                   | 8 week            | Apr. 21 | May 12  | Apr. 21 — May 19   | June 16        |
| August 18         | 10 week           | Apr. 28 | May 19  | Apr. 28 — May 5    | June 9         |
|                   | 9 week            | Apr. 28 | May 19  | Apr. 28 — May 12   | June 16        |
|                   | 8 week            | Apr. 28 | May 19  | Apr. 28 — May 19   | June 23        |
| August 25         | 10 week           | May 5   | May 26  | no lights          | June 16        |
|                   | 9 week            | May 5   | May 26  | no lights          | June 23        |
|                   | 8 week            | May 5   | May 26  | no lights          | June 30        |
| September 1       | 10 week           | May 12  | June 2  | no lights          | June 23        |
|                   | 9 week            | May 12  | June 2  | no lights          | June 30        |
|                   | 8 week            | May 12  | June 2  | no lights          | July 7         |
| September 8       | 10 week           | May 19  | June 9  | no lights          | June 30        |
|                   | 9 week            | May 19  | June 9  | no lights          | July 7         |
|                   | 8 week            | May 19  | June 9  | no lights          | July 14        |
| September 15      | 10 week           | May 26  | June 16 | no lights          | July 7         |
|                   | 9 week            | May 26  | June 16 | no lights          | July 14        |
|                   | 8 week            | May 26  | June 16 | no lights          | July 21        |
| September 22      | 11 week           | June 2  | June 23 | no lights          | July 7         |
|                   | 10 week           | June 2  | June 23 | no lights          | July 14        |
|                   | 9 week            | June 2  | June 23 | no lights          | July 21        |
|                   | 8 week            | June 2  | June 23 | no lights          | July 28        |
| September 29      | 11 week           | June 2  | June 23 | no lights          | July 14        |
|                   | 10 week           | June 2  | June 23 | no lights          | July 21        |
|                   | 9 week            | June 2  | June 23 | no lights          | July 28        |
|                   | 8 week            | June 2  | June 23 | no lights          | Aug. 4         |
| October 6         | 11 week           | June 16 | June 30 | no lights          | July 21        |
|                   | 10 week           | June 16 | June 30 | no lights          | July 28        |
|                   | 9 week            | June 16 | June 30 | no lights          | Aug. 4         |
|                   | 8 week            | June 16 | June 30 | no lights          | Aug. 11        |
| October 13        | 12 week           | June 16 | July 7  | no lights          | July 21        |
|                   | 11 week           | June 16 | July 7  | no lights          | July 28        |
|                   | 10 week           | June 16 | July 7  | no lights          | Aug. 4         |
|                   | 9 week            | June 16 | July 7  | no lights          | Aug. 11        |
| October 20        | 12 week           | June 16 | July 7  | no lights          | July 28        |
|                   | 11 week           | June 16 | July 7  | no lights          | Aug. 4         |
|                   | 10 week           | June 16 | July 7  | no lights          | Aug. 11        |
|                   | 9 week            | June 16 | July 7  | no lights          | no             |
| October 27        | 12 week           | June 23 | July 14 | no lights          | Aug. 4         |
|                   | 11 week           | June 23 | July 14 | no lights          | Aug. 11        |
|                   | 10 week           | June 23 | July 14 | no lights          | Aug. 18        |
| November 3        | 12 week           | June 30 | July 21 | no lights          | Aug. 11        |
|                   | 11 week           | June 30 | July 21 | no lights          | Aug. 18        |
|                   | 10 week           | June 30 | July 21 | no lights          | no             |
| November 11       | 12 week           | June 30 | July 21 | no lights          | Aug. 18        |
|                   | 11 week           | June 30 | July 21 | no lights          | no             |
|                   | 10 week           | June 30 | July 21 | Aug. 4 — Sept 1    | no             |

*Increase your spring bedding sales by the use of hardies.*



# YEAR AROUND SCHEDULE FOR CUT FLOWER CROPS

| BLOOMING DATE       | RESPONSE GROUP | PLANT   | PINCH    | LIGHTING PERIOD    | START SHADE |
|---------------------|----------------|---------|----------|--------------------|-------------|
| November 17<br>1958 | 12 week        | July 7  | July 28  | no lights          | Aug. 25     |
|                     | 11 week        | July 7  | July 28  | no lights          | no          |
|                     | 10 week        | July 7  | July 28  | Aug. 4 — Sept. 8   | no          |
| November 24         | 12 week        | July 14 | Aug. 4   | no lights          | no          |
|                     | 11 week        | July 14 | Aug. 4   | Aug. 11 — Sept. 8  | no          |
|                     | 10 week        | July 14 | Aug. 4   | Aug. 4 — Sept. 15  | no          |
| December 1          | 13 week        | July 21 | Aug. 11  | no lights          | no          |
|                     | 12 week        | July 21 | Aug. 11  | Aug. 18 — Sept. 8  | no          |
|                     | 11 week        | July 21 | Aug. 11  | Aug. 11 — Sept. 15 | no          |
|                     | 10 week        | July 21 | Aug. 11  | Aug. 4 — Sept. 22  | no          |
| December 8          | 13 week        | July 28 | Aug. 11  | no lights          | no          |
|                     | 12 week        | July 28 | Aug. 11  | Aug. 18 — Sept. 15 | no          |
|                     | 11 week        | July 28 | Aug. 11  | Aug. 11 — Sept. 22 | no          |
|                     | 10 week        | July 28 | Aug. 11  | Aug. 4 — Sept. 29  | no          |
| December 15         | 14 week        | July 28 | Aug. 18  | no lights          | no          |
|                     | 13 week        | July 28 | Aug. 18  | Aug. 25 — Sept. 15 | no          |
|                     | 12 week        | July 28 | Aug. 18  | Aug. 18 — Sept. 22 | no          |
|                     | 11 week        | July 28 | Aug. 18  | Aug. 11 — Sept. 29 | no          |
|                     | 10 week        | July 28 | Aug. 18  | Aug. 4 — Oct. 6    | no          |
| December 22         | 14 week        | Aug. 4  | Aug. 25  | Sept. 1 — Sept. 15 | no          |
|                     | 13 week        | Aug. 4  | Aug. 25  | Aug. 25 — Sept. 22 | no          |
|                     | 12 week        | Aug. 4  | Aug. 25  | Aug. 18 — Sept. 29 | no          |
|                     | 11 week        | Aug. 4  | Aug. 25  | Aug. 11 — Oct. 6   | no          |
|                     | 10 week        | Aug. 4  | Aug. 25  | Aug. 4 — Oct. 13   | no          |
| December 29         | 14 week        | Aug. 11 | Sept. 1  | Sept. 1 — Sept. 22 | no          |
|                     | 13 week        | Aug. 11 | Sept. 1  | Aug. 25 — Sept. 29 | no          |
|                     | 12 week        | Aug. 11 | Sept. 1  | Aug. 18 — Oct. 6   | no          |
|                     | 11 week        | Aug. 11 | Sept. 1  | Aug. 11 — Oct. 13  | no          |
|                     | 10 week        | Aug. 11 | Sept. 1  | Aug. 4 — Oct. 20   | no          |
| January 5<br>1959   | 14 week        | Aug. 18 | Sept. 8  | Sept. 1 — Sept. 29 | no          |
|                     | 13 week        | Aug. 18 | Sept. 8  | Aug. 25 — Oct. 6   | no          |
|                     | 12 week        | Aug. 18 | Sept. 8  | Aug. 18 — Oct. 13  | no          |
|                     | 11 week        | Aug. 18 | Sept. 8  | Aug. 11 — Oct. 20  | no          |
|                     | 10 week        | Aug. 18 | Sept. 8  | Aug. 18 — Oct. 27  | no          |
| January 12          | 14 week        | Aug. 18 | Sept. 8  | Sept. 1 — Oct. 6   | no          |
|                     | 13 week        | Aug. 18 | Sept. 8  | Aug. 25 — Oct. 13  | no          |
|                     | 12 week        | Aug. 18 | Sept. 8  | Aug. 18 — Oct. 20  | no          |
|                     | 11 week        | Aug. 18 | Sept. 8  | Aug. 11 — Oct. 27  | no          |
|                     | 10 week        | Aug. 18 | Sept. 8  | Aug. 18 — Nov. 3   | no          |
| January 19          | 14 week        | Aug. 25 | Sept. 15 | Sept. 1 — Oct. 13  | no          |
|                     | 13 week        | Aug. 25 | Sept. 15 | Aug. 25 — Oct. 20  | no          |
|                     | 12 week        | Aug. 25 | Sept. 15 | Aug. 25 — Oct. 27  | no          |
|                     | 11 week        | Aug. 25 | Sept. 15 | Aug. 25 — Nov. 3   | no          |
|                     | 10 week        | Aug. 25 | Sept. 15 | Aug. 25 — Nov. 10  | no          |
| January 26          | 14 week        | Sept. 1 | Sept. 22 | Sept. 1 — Oct. 20  | no          |
|                     | 13 week        | Sept. 1 | Sept. 22 | Sept. 1 — Oct. 27  | no          |
|                     | 12 week        | Sept. 1 | Sept. 22 | Sept. 1 — Nov. 3   | no          |
|                     | 11 week        | Sept. 1 | Sept. 22 | Sept. 1 — Nov. 10  | no          |
|                     | 10 week        | Sept. 1 | Sept. 22 | Sept. 1 — Nov. 17  | no          |

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Did you check the "Quantity Discounts" of Page 1?

YEAR AROUND SCHEDULE FOR CUT FLOWER CROPS

BLOOMING DATE	RESPONSE GROUP	PLANT	PINCH	LIGHTING PERIOD	START SHADE
February 2 1959	14 week	Sept. 1	Sept. 22	Sept. 1 — Oct. 27	no
	13 week	Sept. 1	Sept. 22	Sept. 1 — Nov. 3	no
	12 week	Sept. 1	Sept. 22	Sept. 1 — Nov. 10	no
	11 week	Sept. 1	Sept. 22	Sept. 1 — Nov. 17	no
	10 week	Sept. 1	Sept. 22	Sept. 1 — Nov. 24	no
February 9	14 week	Sept. 8	Sept. 29	Sept. 8 — Nov. 3	no
	13 week	Sept. 8	Sept. 29	Sept. 8 — Nov. 10	no
	12 week	Sept. 8	Sept. 29	Sept. 8 — Nov. 17	no
	11 week	Sept. 8	Sept. 29	Sept. 8 — Nov. 24	no
	10 week	Sept. 8	Sept. 29	Sept. 8 — Dec. 1	no
February 16	14 week	Sept. 15	Oct. 6	Sept. 15 — Nov. 10	no
	13 week	Sept. 15	Oct. 6	Sept. 15 — Nov. 17	no
	12 week	Sept. 15	Oct. 6	Sept. 15 — Nov. 24	no
	11 week	Sept. 15	Oct. 6	Sept. 15 — Dec. 1	no
	10 week	Sept. 15	Oct. 6	Sept. 15 — Dec. 8	no
February 23	13 week	Sept. 22	Oct. 13	Sept. 22 — Nov. 24	no
	12 week	Sept. 22	Oct. 13	Sept. 22 — Dec. 1	no
	11 week	Sept. 22	Oct. 13	Sept. 22 — Dec. 8	no
	10 week	Sept. 22	Oct. 13	Sept. 22 — Dec. 15	no
March 2	12 week	Sept. 29	Oct. 20	Sept. 29 — Dec. 8	no
	11 week	Sept. 29	Oct. 20	Sept. 29 — Dec. 15	no
	10 week	Sept. 29	Oct. 20	Sept. 29 — Dec. 22	no
March 9	11 week	Oct. 6	Oct. 27	Oct. 6 — Dec. 22	no
	10 week	Oct. 6	Oct. 27	Oct. 6 — Dec. 29	no
March 16	11 week	Oct. 13	Nov. 3	Oct. 13 — Dec. 29	no
	10 week	Oct. 13	Nov. 3	Oct. 13 — Jan. 5	no
March 23	11 week	Oct. 20	Nov. 10	Oct. 20 — Jan. 5	no
	10 week	Oct. 20	Nov. 10	Oct. 20 — Jan. 12	no
March 30	11 week	Nov. 3	Nov. 24	Nov. 3 — Jan. 12	no
	10 week	Nov. 3	Nov. 24	Nov. 3 — Jan. 19	no
	9 week	Nov. 3	Nov. 24	Nov. 3 — Jan. 26	no
April 6	11 week	Nov. 10	Dec. 1	Nov. 10 — Jan. 19	Mar. 9
	10 week	Nov. 10	Dec. 1	Nov. 10 — Jan. 26	no
	9 week	Nov. 10	Dec. 1	Nov. 10 — Feb. 2	no
April 13	11 week	Nov. 17	Dec. 15	Nov. 17 — Jan. 26	Mar. 9
	10 week	Nov. 17	Dec. 15	Nov. 17 — Feb. 2	Mar. 16
	9 week	Nov. 17	Dec. 15	Nov. 17 — Feb. 9	no
April 20	11 week	Nov. 24	Dec. 22	Nov. 24 — Feb. 2	Mar. 9
	10 week	Nov. 24	Dec. 22	Nov. 24 — Feb. 9	Mar. 16
	9 week	Nov. 24	Dec. 22	Nov. 24 — Feb. 16	Mar. 23
April 27	10 week	Dec. 8	Jan. 5	Dec. 8 — Feb. 16	Mar. 16
	9 week	Dec. 8	Jan. 5	Dec. 8 — Feb. 23	Mar. 23
	8 week	Dec. 8	Jan. 5	Dec. 8 — Mar. 2	Mar. 30

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**Avoid transit delays or losses by using our "Call Order" service.**

# Year Around Pot Plant Schedule

## ONE PINCH METHOD

### 'Mum Pot Plants

'Mums as pot plants can be grown the year around or for any special Holiday or Season. If you are not familiar with this program, read the article on Lighting and Shading carefully and follow the selected program according to schedule, making certain to maintain the temperatures given.

Plant 5 cuttings to a 6" pot in any good soil and peat mixture, keeping them properly fed and watered. Maintain a temperature of 60-65° at night. After color shows, plants should be finished at a cooler temperature to harden them off.

### RECOMMENDED VARIETIES FOR POT PLANTS—

| VARIETY                                                                     | TREATMENT                        | RECOMMENDED FLOWERING PERIOD                                                                   |
|-----------------------------------------------------------------------------|----------------------------------|------------------------------------------------------------------------------------------------|
| 8 week WHITE<br>Gardenia                                                    | Medium                           | March thru September                                                                           |
| 8 week YELLOW<br>Blazing Gold                                               | Medium                           | March thru September                                                                           |
| 9 week WHITE<br>Wilson's White<br>Queen's Lace<br>Luna, (Cream)<br>Alaska   | Short<br>Tall<br>Short<br>Tall   | Year 'round<br>Year 'round<br>Year 'round<br>April thru November                               |
| 9 week YELLOW<br>Yellow Lace                                                | Tall                             | Year 'round                                                                                    |
| 9 week PINK<br>Blue Ribbon<br>Queen of Pinks                                | Medium<br>Medium                 | Year 'round<br>September thru June                                                             |
| 10 week WHITE<br>Oregon<br>Little America<br>Illini Snowdrift<br>Ind. White | Short<br>Tall<br>Tall<br>Tall    | September thru July<br>September thru June<br>March thru December<br>Year 'round               |
| 10 week YELLOW<br>Ind. Yellow<br>Yellow Delaware                            | Tall<br>Short                    | Year 'round<br>Year 'round                                                                     |
| 10 week BRONZE<br>Jetfire<br>Ind. Bronze<br>Delaware<br>Copperhead          | Tall<br>Tall<br>Short<br>Tall    | September thru December<br>September thru May<br>September thru May<br>September thru December |
| 10 week PINK<br>Ind. Pink<br>Portrait<br>Portrait<br>Humdinger              | Tall<br>Medium<br>Tall<br>Medium | September thru June<br>July thru February<br>March thru June<br>March thru December            |
| 11 week YELLOW<br>Bonnaffon Deluxe                                          | Medium                           | Year 'round                                                                                    |
| 11 week BRONZE<br>Calvert's Gold<br>Valentine                               | Medium<br>Tall                   | October thru April<br>October thru April                                                       |
| 11 week PINK<br>Calvert's Pink                                              | Medium                           | November thru December                                                                         |

# YEAR AROUND POT PLANT SCHEDULE

## TALL, MEDIUM, AND SHORT TREATMENT PROGRAMS

Because of the difference in growth habit of the varieties used in the Pot Plant Program it has been found advisable to classify these into Tall, Medium and Short growing groups. These classifications are made and programs set up for each to allow for better control over their growing habits and should result in more uniform finished plants.

In following this program first select desired blooming

date, variety to be flowered, and follow the procedure for the particular variety, e.g. Bonnaffon DeLuxe is listed under medium treatment, 11 week response. To flower this variety for April 1st, 1957, follow medium treatment, 11 week response for that date; or; plant Dec. 24, Pinch Jan. 14, Lights on Dec. 24 to Jan. 14, no shade required.

| FLOWER           | Response Group | Treatment | PLANT   | PINCH   | LIGHT PERIOD      | START SHADE |
|------------------|----------------|-----------|---------|---------|-------------------|-------------|
| March 31<br>1958 | 10 week        | Short     | Dec. 23 | Jan. 13 | Dec. 23 — Jan. 20 | no          |
|                  | 9 week         | Short     | Dec. 30 | Jan. 20 | Dec. 30 — Jan. 27 | no          |
|                  | 11 week        | Medium    | Dec. 23 | Jan. 13 | Dec. 23 — Jan. 13 | no          |
|                  | 10 week        | Medium    | Dec. 30 | Jan. 20 | Dec. 30 — Jan. 20 | no          |
|                  | 9 week         | Medium    | Jan. 6  | Jan. 27 | Jan. 6 — Jan. 27  | no          |
|                  | 8 week         | Medium    | Jan. 13 | Feb. 3  | Jan. 13 — Feb. 3  | no          |
|                  | 11 week        | Tall      | Dec. 30 | Jan. 20 | Dec. 30 — Jan. 13 | no          |
|                  | 10 week        | Tall      | Jan. 6  | Jan. 27 | Jan. 6 — Jan. 20  | no          |
|                  | 9 week         | Tall      | Jan. 13 | Feb. 3  | Jan. 13 — Jan. 27 | no          |
|                  | 10 week        | Short     | Jan. 6  | Jan. 27 | Jan. 6 — Feb. 3   | Mar. 17     |
| April 14         | 9 week         | Short     | Jan. 13 | Feb. 3  | Jan. 13 — Feb. 10 | no          |
|                  | 11 week        | Medium    | Jan. 6  | Jan. 27 | Jan. 6 — Jan. 27  | Mar. 10     |
|                  | 10 week        | Medium    | Jan. 13 | Feb. 3  | Jan. 13 — Feb. 3  | Mar. 17     |
|                  | 9 week         | Medium    | Jan. 20 | Feb. 10 | Jan. 20 — Feb. 10 | no          |
|                  | 8 week         | Medium    | Feb. 3  | Feb. 17 | Feb. 3 — Feb. 17  | no          |
|                  | 11 week        | Tall      | Jan. 13 | Feb. 3  | Jan. 13 — Jan. 27 | Mar. 10     |
|                  | 10 week        | Tall      | Jan. 20 | Feb. 10 | Jan. 20 — Feb. 3  | Mar. 17     |
|                  | 9 week         | Tall      | Feb. 3  | Feb. 17 | Feb. 3 — Feb. 10  | no          |
|                  | 10 week        | Short     | Jan. 20 | Feb. 10 | Jan. 20 — Feb. 17 | Mar. 17     |
|                  | 9 week         | Short     | Feb. 3  | Feb. 17 | Feb. 3 — Feb. 24  | Mar. 24     |
| April 28         | 11 week        | Medium    | Jan. 20 | Feb. 10 | Jan. 20 — Feb. 10 | Mar. 10     |
|                  | 10 week        | Medium    | Feb. 3  | Feb. 17 | Feb. 3 — Feb. 17  | Mar. 17     |
|                  | 9 week         | Medium    | Feb. 10 | Feb. 24 | Feb. 10 — Feb. 24 | Mar. 24     |
|                  | 8 week         | Medium    | Feb. 17 | Mar. 3  | Feb. 17 — Mar. 3  | Mar. 31     |
|                  | 11 week        | Tall      | Feb. 3  | Feb. 17 | Feb. 3 — Feb. 10  | Mar. 10     |
|                  | 10 week        | Tall      | Feb. 10 | Feb. 24 | Feb. 10 — Feb. 17 | Mar. 17     |
|                  | 9 week         | Tall      | Feb. 17 | Mar. 3  | Feb. 17 — Feb. 24 | Mar. 24     |
|                  | 10 week        | Short     | Feb. 10 | Feb. 24 | Feb. 10 — Feb. 24 | Mar. 17     |
|                  | 9 week         | Short     | Feb. 17 | Mar. 3  | Feb. 17 — Mar. 3  | Mar. 24     |
|                  | 11 week        | Medium    | Feb. 10 | Feb. 24 | Feb. 10 — Feb. 24 | Mar. 10     |
| May 12           | 10 week        | Medium    | Feb. 17 | Mar. 3  | Feb. 17 — Mar. 3  | Mar. 17     |
|                  | 9 week         | Medium    | Feb. 24 | Mar. 10 | Feb. 24 — Mar. 10 | Mar. 24     |
|                  | 8 week         | Medium    | Mar. 3  | Mar. 17 | Mar. 3 — Mar. 17  | Mar. 31     |
|                  | 10 week        | Tall      | Feb. 24 | Mar. 10 | Feb. 24 — Mar. 3  | Mar. 17     |
|                  | 9 week         | Tall      | Mar. 3  | Mar. 17 | Mar. 3 — Mar. 10  | Mar. 24     |
|                  | 10 week        | Short     | Feb. 24 | Mar. 10 | Feb. 24 — Mar. 17 | Mar. 17     |
|                  | 9 week         | Short     | Mar. 3  | Mar. 17 | Mar. 3 — Mar. 24  | Mar. 24     |
|                  | 11 week        | Medium    | Feb. 24 | Mar. 10 | Feb. 24 — Mar. 10 | Mar. 10     |
|                  | 10 week        | Medium    | Mar. 3  | Mar. 17 | Mar. 3 — Mar. 17  | Mar. 17     |
|                  | 9 week         | Medium    | Mar. 10 | Mar. 24 | Mar. 10 — Mar. 24 | Mar. 24     |
| May 26           | 8 week         | Medium    | Mar. 17 | Mar. 31 | Mar. 17 — Mar. 31 | Mar. 31     |
|                  | 10 week        | Tall      | Mar. 10 | Mar. 24 | Mar. 10 — Mar. 17 | Mar. 17     |
|                  | 9 week         | Tall      | Mar. 17 | Mar. 31 | Mar. 17 — Mar. 24 | Mar. 24     |
|                  | 10 week        | Short     | Mar. 10 | Mar. 24 | Mar. 10 — Mar. 31 | Mar. 31     |
|                  | 9 week         | Short     | Mar. 17 | Mar. 31 | Mar. 17 — Apr. 7  | Apr. 7      |
|                  | 11 week        | Medium    | Mar. 10 | Mar. 24 | Mar. 10 — Mar. 24 | Mar. 24     |
|                  | 10 week        | Medium    | Mar. 17 | Mar. 31 | Mar. 17 — Mar. 31 | Mar. 31     |
|                  | 9 week         | Medium    | Mar. 31 | Apr. 7  | Mar. 31 — Apr. 7  | Apr. 7      |
|                  | 8 week         | Medium    | Apr. 7  | Apr. 14 | Apr. 7 — Apr. 14  | Apr. 14     |
|                  | 10 week        | Tall      | Mar. 24 | Apr. 7  | Mar. 24 — Mar. 31 | Mar. 31     |
| June 9           | 9 week         | Tall      | Apr. 7  | Apr. 14 | no lights         | Apr. 7      |

# YEAR AROUND POT PLANT SCHEDULE

| FLOWER          | Response Group | Treatment | PLANT   | PINCH   | LIGHT PERIOD      | START SHADE |
|-----------------|----------------|-----------|---------|---------|-------------------|-------------|
| June 23<br>1958 | 10 week        | Short     | Mar. 31 | Apr. 7  | Mar. 31 — Apr. 14 | Apr. 14     |
|                 | 9 week         | Short     | Apr. 7  | Apr. 14 | Apr. 7 — Apr. 21  | Apr. 21     |
|                 | 11 week        | Medium    | Mar. 31 | Apr. 7  | Mar. 31 — Apr. 7  | Apr. 7      |
|                 | 10 week        | Medium    | Apr. 7  | Apr. 14 | Apr. 7 — Apr. 14  | Apr. 14     |
|                 | 9 week         | Medium    | Apr. 14 | Apr. 21 | Apr. 14 — Apr. 21 | Apr. 21     |
|                 | 8 week         | Medium    | Apr. 21 | Apr. 28 | Apr. 21 — Apr. 28 | Apr. 28     |
|                 | 10 week        | Tall      | Apr. 14 | Apr. 21 | no lights         | Apr. 14     |
|                 | 9 week         | Tall      | Apr. 21 | Apr. 28 | no lights         | Apr. 21     |
|                 | 10 week        | Short     | Apr. 14 | Apr. 21 | Apr. 14 — Apr. 28 | Apr. 28     |
|                 | 9 week         | Short     | Apr. 21 | Apr. 28 | Apr. 21 — May 5   | May 5       |
| July 7          | 11 week        | Medium    | Apr. 14 | Apr. 21 | Apr. 14 — Apr. 21 | Apr. 21     |
|                 | 10 week        | Medium    | Apr. 21 | Apr. 28 | Apr. 21 — Apr. 28 | Apr. 28     |
|                 | 9 week         | Medium    | Apr. 28 | May 5   | Apr. 28 — May 5   | May 5       |
|                 | 8 week         | Medium    | May 5   | May 12  | May 5 — May 12    | May 12      |
|                 | 10 week        | Tall      | Apr. 28 | May 5   | no lights         | Apr. 28     |
|                 | 9 week         | Tall      | May 5   | May 12  | no lights         | May 5       |
|                 | 10 week        | Short     | Apr. 28 | May 5   | Apr. 28 — May 5   | May 12      |
|                 | 9 week         | Short     | May 5   | May 12  | May 5 — May 12    | May 19      |
|                 | 11 week        | Medium    | Apr. 28 | May 5   | no lights         | May 5       |
|                 | 10 week        | Medium    | May 5   | May 12  | no lights         | May 12      |
| July 21         | 9 week         | Medium    | May 12  | May 19  | no lights         | May 19      |
|                 | 8 week         | Medium    | May 19  | May 26  | May 19 — May 26   | May 26      |
|                 | 10 week        | Tall      | May 12  | May 19  | no lights         | May 12      |
|                 | 9 week         | Tall      | May 19  | May 26  | no lights         | May 19      |
|                 | 10 week        | Short     | May 12  | May 19  | no lights         | May 26      |
|                 | 9 week         | Short     | May 19  | May 26  | no lights         | June 2      |
|                 | 11 week        | Medium    | May 12  | May 19  | no lights         | May 19      |
|                 | 10 week        | Medium    | May 19  | May 26  | no lights         | May 26      |
|                 | 9 week         | Medium    | May 26  | June 2  | no lights         | June 2      |
|                 | 8 week         | Medium    | June 2  | June 9  | no lights         | June 9      |
| August 4        | 10 week        | Tall      | May 26  | June 2  | no lights         | May 26      |
|                 | 9 week         | Tall      | June 2  | June 9  | no lights         | June 2      |
|                 | 10 week        | Short     | May 26  | June 2  | no lights         | June 9      |
|                 | 9 week         | Short     | June 2  | June 9  | no lights         | June 16     |
|                 | 11 week        | Medium    | May 26  | June 2  | no lights         | June 2      |
|                 | 10 week        | Medium    | June 2  | June 9  | no lights         | June 9      |
|                 | 9 week         | Medium    | June 9  | June 16 | no lights         | June 16     |
|                 | 8 week         | Medium    | June 16 | June 23 | no lights         | June 23     |
|                 | 10 week        | Tall      | June 9  | June 16 | no lights         | June 9      |
|                 | 9 week         | Tall      | June 16 | June 23 | no lights         | June 16     |
| August 18       | 10 week        | Short     | June 2  | June 9  | no lights         | June 23     |
|                 | 9 week         | Short     | June 9  | June 16 | no lights         | June 30     |
|                 | 11 week        | Medium    | June 2  | June 9  | no lights         | June 16     |
|                 | 10 week        | Medium    | June 9  | June 16 | no lights         | June 23     |
|                 | 9 week         | Medium    | June 16 | June 23 | no lights         | June 30     |
|                 | 8 week         | Medium    | June 23 | July 7  | no lights         | July 7      |
|                 | 10 week        | Tall      | June 23 | June 30 | no lights         | June 23     |
|                 | 9 week         | Tall      | June 30 | July 7  | no lights         | June 30     |
|                 | 10 week        | Short     | June 9  | June 16 | no lights         | June 23     |
|                 | 9 week         | Short     | June 16 | June 23 | no lights         | June 30     |
| September 1     | 11 week        | Medium    | June 9  | June 16 | no lights         | June 16     |
|                 | 10 week        | Medium    | June 16 | June 23 | no lights         | June 23     |
|                 | 9 week         | Medium    | June 23 | June 30 | no lights         | June 30     |
|                 | 8 week         | Medium    | June 30 | July 7  | no lights         | July 7      |
|                 | 10 week        | Tall      | June 23 | June 30 | no lights         | June 23     |
|                 | 9 week         | Tall      | June 30 | July 7  | no lights         | June 30     |



# YEAR AROUND POT PLANT SCHEDULE

| FLOWER               | Response Group | Treatment | PLANT    | PINCH    | LIGHT PERIOD        | START SHADE |
|----------------------|----------------|-----------|----------|----------|---------------------|-------------|
| September 15<br>1958 | 10 week        | Short     | June 23  | June 30  | no lights           | July 7      |
|                      | 9 week         | Short     | June 30  | July 7   | no lights           | July 14     |
|                      | 11 week        | Medium    | June 23  | June 30  | no lights           | June 30     |
|                      | 10 week        | Medium    | June 30  | July 7   | no lights           | July 7      |
|                      | 9 week         | Medium    | July 7   | July 14  | no lights           | July 14     |
|                      | 8 week         | Medium    | July 14  | July 21  | no lights           | July 21     |
|                      | 10 week        | Tall      | July 7   | July 14  | no lights           | July 7      |
|                      | 9 week         | Tall      | July 14  | July 21  | no lights           | July 14     |
|                      | 10 week        | Short     | July 7   | July 14  | no lights           | July 21     |
|                      | 9 week         | Short     | July 14  | July 21  | no lights           | July 28     |
| September 29         | 11 week        | Medium    | July 7   | July 14  | no lights           | July 14     |
|                      | 10 week        | Medium    | July 14  | July 21  | no lights           | July 21     |
|                      | 9 week         | Medium    | July 21  | July 28  | no lights           | July 28     |
|                      | 8 week         | Medium    | July 28  | Aug. 4   | no lights           | Aug. 4      |
|                      | 11 week        | Tall      | July 14  | July 21  | no lights           | July 14     |
|                      | 10 week        | Tall      | July 21  | July 28  | no lights           | July 21     |
|                      | 9 week         | Tall      | July 28  | Aug. 4   | no lights           | July 28     |
|                      | 10 week        | Short     | July 21  | July 28  | no lights           | Aug. 4      |
|                      | 9 week         | Short     | July 28  | Aug. 4   | July 28 — Aug. 11   | Aug. 11     |
|                      | 11 week        | Medium    | July 21  | July 28  | no lights           | July 28     |
| October 13           | 10 week        | Medium    | July 28  | Aug. 4   | no lights           | Aug. 4      |
|                      | 9 week         | Medium    | Aug. 4   | Aug. 11  | Aug. 4 — Aug. 11    | Aug. 11     |
|                      | 8 week         | Medium    | Aug. 11  | Aug. 18  | Aug. 11 — Aug. 18   | Aug. 18     |
|                      | 11 week        | Tall      | July 28  | Aug. 4   | no lights           | July 28     |
|                      | 10 week        | Tall      | Aug. 4   | Aug. 11  | no lights           | Aug. 4      |
|                      | 9 week         | Tall      | Aug. 11  | Aug. 18  | no lights           | Aug. 11     |
|                      | 10 week        | Short     | Aug. 4   | Aug. 11  | Aug. 4 — Aug. 18    | Aug. 18     |
|                      | 9 week         | Short     | Aug. 4   | Aug. 18  | Aug. 4 — Aug. 25    | Aug. 25     |
|                      | 11 week        | Medium    | Aug. 4   | Aug. 11  | no lights           | Aug. 11     |
|                      | 10 week        | Medium    | Aug. 11  | Aug. 18  | Aug. 11 — Aug. 18   | Aug. 18     |
| October 27           | 9 week         | Medium    | Aug. 11  | Aug. 25  | Aug. 11 — Aug. 25   | Aug. 25     |
|                      | 8 week         | Medium    | Aug. 18  | Sept. 1  | Aug. 18 — Sept. 1   | no          |
|                      | 11 week        | Tall      | Aug. 11  | Aug. 18  | no lights           | Aug. 11     |
|                      | 10 week        | Tall      | Aug. 11  | Aug. 25  | Aug. 11 — Aug. 18   | Aug. 18     |
|                      | 9 week         | Tall      | Aug. 18  | Sept. 1  | Aug. 18 — Aug. 25   | Aug. 25     |
|                      | 10 week        | Short     | Aug. 11  | Aug. 25  | Aug. 11 — Sept. 1   | Sept. 1     |
|                      | 9 week         | Short     | Aug. 18  | Sept. 1  | Aug. 18 — Sept. 8   | no          |
|                      | 11 week        | Medium    | Aug. 11  | Aug. 25  | Aug. 11 — Aug. 25   | Aug. 25     |
|                      | 10 week        | Medium    | Aug. 18  | Sept. 1  | Aug. 18 — Sept. 1   | Sept. 1     |
|                      | 9 week         | Medium    | Aug. 25  | Sept. 8  | Aug. 25 — Sept. 8   | no          |
| November 10          | 11 week        | Tall      | Aug. 18  | Sept. 1  | Aug. 18 — Aug. 25   | Aug. 25     |
|                      | 10 week        | Tall      | Aug. 25  | Sept. 8  | Aug. 25 — Sept. 1   | Sept. 1     |
|                      | 9 week         | Tall      | Sept. 1  | Sept. 15 | Sept. 1 — Sept. 8   | no          |
|                      | 10 week        | Short     | Aug. 25  | Sept. 8  | Aug. 25 — Sept. 15  | no          |
|                      | 9 week         | Short     | Sept. 1  | Sept. 15 | Sept. 1 — Sept. 22  | no          |
|                      | 11 week        | Medium    | Aug. 25  | Sept. 8  | Aug. 25 — Sept. 8   | Sept. 8     |
|                      | 10 week        | Medium    | Sept. 1  | Sept. 15 | Sept. 1 — Sept. 15  | no          |
|                      | 9 week         | Medium    | Sept. 8  | Sept. 22 | Sept. 8 — Sept. 22  | no          |
|                      | 11 week        | Tall      | Sept. 1  | Sept. 15 | Sept. 1 — Sept. 8   | Sept. 8     |
|                      | 10 week        | Tall      | Sept. 8  | Sept. 22 | Sept. 8 — Sept. 15  | no          |
| November 24          | 9 week         | Tall      | Sept. 15 | Sept. 29 | Sept. 15 — Sept. 22 | no          |
|                      | 10 week        | Short     | Sept. 8  | Sept. 22 | Sept. 8 — Sept. 29  | no          |
|                      | 9 week         | Short     | Sept. 15 | Sept. 29 | Sept. 15 — Oct. 6   | no          |
|                      | 11 week        | Medium    | Sept. 8  | Sept. 22 | Sept. 8 — Sept. 22  | no          |
|                      | 10 week        | Medium    | Sept. 15 | Sept. 29 | Sept. 15 — Sept. 29 | no          |
|                      | 9 week         | Medium    | Sept. 22 | Oct. 6   | Sept. 22 — Oct. 6   | no          |
|                      | 11 week        | Tall      | Sept. 15 | Sept. 29 | Sept. 15 — Sept. 23 | no          |
|                      | 10 week        | Tall      | Sept. 22 | Oct. 6   | Sept. 22 — Sept. 29 | no          |
|                      | 9 week         | Tall      | Sept. 29 | Oct. 13  | Sept. 29 — Oct. 6   | no          |
|                      | 10 week        | Short     | Sept. 8  | Sept. 22 | Sept. 8 — Sept. 29  | no          |

# YEAR AROUND POT PLANT SCHEDULE

| FLOWER           | Response Group | Treatment | PLANT    | PINCH   | LIGHT PERIOD       | START SHADE |
|------------------|----------------|-----------|----------|---------|--------------------|-------------|
| December 22 1958 | 10 week        | Short     | Sept. 22 | Oct. 6  | Sept. 22 — Oct. 13 | no          |
|                  | 9 week         | Short     | Sept. 29 | Oct. 13 | Sept. 29 — Oct. 20 | no          |
|                  | 11 week        | Medium    | Sept. 22 | Oct. 6  | Sept. 22 — Oct. 6  | no          |
|                  | 10 week        | Medium    | Sept. 29 | Oct. 13 | Sept. 29 — Oct. 13 | no          |
|                  | 9 week         | Medium    | Oct. 6   | Oct. 20 | Oct. 6 — Oct. 20   | no          |
|                  | 11 week        | Tall      | Sept. 29 | Oct. 13 | Sept. 29 — Oct. 6  | no          |
| January 5 1959   | 10 week        | Tall      | Oct. 6   | Oct. 20 | Oct. 6 — Oct. 13   | no          |
|                  | 9 week         | Tall      | Oct. 13  | Oct. 27 | Oct. 13 — Oct. 20  | no          |
|                  | 10 week        | Short     | Oct. 6   | Oct. 20 | Oct. 6 — Oct. 20   | no          |
|                  | 9 week         | Short     | Oct. 13  | Oct. 27 | Oct. 13 — Nov. 3   | no          |
|                  | 11 week        | Medium    | Oct. 6   | Oct. 20 | Oct. 6 — Oct. 20   | no          |
|                  | 10 week        | Medium    | Oct. 13  | Oct. 27 | Oct. 13 — Oct. 27  | no          |
| January 19       | 9 week         | Medium    | Oct. 20  | Nov. 3  | Oct. 20 — Nov. 3   | no          |
|                  | 11 week        | Tall      | Oct. 13  | Oct. 27 | Oct. 13 — Oct. 20  | no          |
|                  | 10 week        | Tall      | Oct. 20  | Nov. 3  | Oct. 20 — Oct. 27  | no          |
|                  | 9 week         | Tall      | Oct. 27  | Nov. 10 | Oct. 27 — Nov. 3   | no          |
|                  | 10 week        | Short     | Oct. 20  | Nov. 3  | Oct. 20 — Nov. 10  | no          |
|                  | 9 week         | Short     | Oct. 27  | Nov. 10 | Oct. 27 — Nov. 17  | no          |
| February 2       | 11 week        | Medium    | Oct. 20  | Nov. 3  | Oct. 20 — Nov. 3   | no          |
|                  | 10 week        | Medium    | Oct. 27  | Nov. 10 | Oct. 27 — Nov. 10  | no          |
|                  | 9 week         | Medium    | Nov. 3   | Nov. 17 | Nov. 3 — Nov. 17   | no          |
|                  | 11 week        | Tall      | Oct. 27  | Nov. 10 | Oct. 27 — Nov. 3   | no          |
|                  | 10 week        | Tall      | Nov. 3   | Nov. 17 | Nov. 3 — Nov. 10   | no          |
|                  | 9 week         | Tall      | Nov. 3   | Nov. 24 | Nov. 3 — Nov. 17   | no          |
| February 16      | 10 week        | Short     | Nov. 3   | Nov. 17 | Nov. 3 — Nov. 24   | no          |
|                  | 9 week         | Short     | Nov. 3   | Nov. 24 | Nov. 3 — Dec. 1    | no          |
|                  | 11 week        | Medium    | Nov. 3   | Nov. 17 | Nov. 3 — Nov. 17   | no          |
|                  | 10 week        | Medium    | Nov. 3   | Nov. 24 | Nov. 3 — Nov. 24   | no          |
|                  | 9 week         | Medium    | Nov. 10  | Dec. 1  | Nov. 10 — Dec. 1   | no          |
|                  | 11 week        | Tall      | Nov. 3   | Nov. 24 | Nov. 3 — Nov. 17   | no          |
| February 2       | 10 week        | Tall      | Nov. 10  | Dec. 1  | Nov. 10 — Nov. 24  | no          |
|                  | 9 week         | Tall      | Nov. 17  | Dec. 8  | Nov. 17 — Dec. 1   | no          |
|                  | 10 week        | Short     | Nov. 10  | Dec. 1  | Nov. 10 — Dec. 8   | no          |
|                  | 9 week         | Short     | Nov. 17  | Dec. 8  | Nov. 17 — Dec. 15  | no          |
|                  | 11 week        | Medium    | Nov. 10  | Dec. 1  | Nov. 10 — Dec. 1   | no          |
|                  | 10 week        | Medium    | Nov. 17  | Dec. 8  | Nov. 17 — Dec. 8   | no          |
| February 16      | 9 week         | Medium    | Nov. 24  | Dec. 15 | Nov. 24 — Dec. 15  | no          |
|                  | 11 week        | Tall      | Nov. 17  | Dec. 8  | Nov. 17 — Dec. 1   | no          |
|                  | 10 week        | Tall      | Nov. 24  | Dec. 15 | Nov. 24 — Dec. 8   | no          |
|                  | 9 week         | Tall      | Dec. 1   | Dec. 22 | Dec. 1 — Dec. 15   | no          |
|                  | 10 week        | Short     | Nov. 24  | Dec. 15 | Nov. 24 — Dec. 22  | no          |
|                  | 9 week         | Short     | Dec. 1   | Dec. 22 | Dec. 1 — Dec. 29   | no          |
| March 2          | 11 week        | Medium    | Nov. 24  | Dec. 15 | Nov. 24 — Dec. 15  | no          |
|                  | 10 week        | Medium    | Dec. 1   | Dec. 22 | Dec. 1 — Dec. 22   | no          |
|                  | 9 week         | Medium    | Dec. 8   | Dec. 29 | Dec. 8 — Dec. 29   | no          |
|                  | 8 week         | Medium    | Dec. 15  | Jan. 5  | Dec. 15 — Jan. 5   | no          |
|                  | 11 week        | Tall      | Dec. 1   | Dec. 22 | Dec. 1 — Dec. 15   | no          |
|                  | 10 week        | Tall      | Dec. 8   | Dec. 29 | Dec. 8 — Dec. 22   | no          |
| March 16         | 9 week         | Tall      | Dec. 15  | Jan. 5  | Dec. 15 — Dec. 29  | no          |
|                  | 10 week        | Short     | Dec. 8   | Dec. 29 | Dec. 8 — Jan. 5    | no          |
|                  | 9 week         | Short     | Dec. 15  | Jan. 5  | Dec. 15 — Jan. 12  | no          |
|                  | 11 week        | Medium    | Dec. 8   | Dec. 29 | Dec. 8 — Dec. 29   | no          |
|                  | 10 week        | Medium    | Dec. 15  | Jan. 5  | Dec. 15 — Jan. 5   | no          |
|                  | 9 week         | Medium    | Dec. 22  | Jan. 12 | Dec. 22 — Jan. 12  | no          |
| March 16         | 8 week         | Medium    | Dec. 29  | Jan. 19 | Dec. 29 — Jan. 19  | no          |
|                  | 11 week        | Tall      | Dec. 15  | Jan. 5  | Dec. 15 — Dec. 29  | no          |
|                  | 10 week        | Tall      | Dec. 22  | Jan. 12 | Dec. 22 — Jan. 5   | no          |
|                  | 9 week         | Tall      | Dec. 29  | Jan. 19 | Dec. 29 — Jan. 12  | no          |

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You owe it to yourself—ORDER EARLY

1958

| 1958 JANUARY 1958                                                                                                | 1958 FEBRUARY 1958                                                                                               | 1958 MARCH 1958                                                                                                     | 1958 APRIL 1958                                                                                                     |
|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| S M T W T F S<br>I 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30 31 | S M T W T F S<br>I<br>2 3 4 5 6 7 8<br>9 10 11 12 13 14 15<br>16 17 18 19 20 21 22<br>23 24 25 26 27 28          | S M T W T F S<br>I<br>2 3 4 5 6 7 8<br>9 10 11 12 13 14 15<br>16 17 18 19 20 21 22<br>23 24 25 26 27 28 29<br>30 31 | S M T W T F S<br>I 2 3 4 5<br>6 7 8 9 10 11 12<br>13 14 15 16 17 18 19<br>20 21 22 23 24 25 26<br>27 28 29 30       |
| 1958 MAY 1958                                                                                                    | 1958 JUNE 1958                                                                                                   | 1958 JULY 1958                                                                                                      | 1958 AUGUST 1958                                                                                                    |
| S M T W T F S<br>I 2 3<br>4 5 6 7 8 9 10<br>11 12 13 14 15 16 17<br>18 19 20 21 22 23 24<br>25 26 27 28 29 30 31 | S M T W T F S<br>I 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30    | S M T W T F S<br>I 2 3 4 5<br>6 7 8 9 10 11 12<br>13 14 15 16 17 18 19<br>20 21 22 23 24 25 26<br>27 28 29 30 31    | S M T W T F S<br>I 2<br>3 4 5 6 7 8 9<br>10 11 12 13 14 15 16<br>17 18 19 20 21 22 23<br>24 25 26 27 28 29 30<br>31 |
| 1958 SEPTEMBER 1958                                                                                              | 1958 OCTOBER 1958                                                                                                | 1958 NOVEMBER 1958                                                                                                  | 1958 DECEMBER 1958                                                                                                  |
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1959

| 1959 JANUARY 1959                                                                                                   | 1959 FEBRUARY 1959                                                                                               | 1959 MARCH 1959                                                                                                  | 1959 APRIL 1959                                                                                                     |
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| S M T W T F S<br>I 2 3<br>4 5 6 7 8 9 10<br>11 12 13 14 15 16 17<br>18 19 20 21 22 23 24<br>25 26 27 28 29 30 31    | S M T W T F S<br>I 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28             | S M T W T F S<br>I 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30 31 | S M T W T F S<br>I 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30       |
| 1959 MAY 1959                                                                                                       | 1959 JUNE 1959                                                                                                   | 1959 JULY 1959                                                                                                   | 1959 AUGUST 1959                                                                                                    |
| S M T W T F S<br>I 2<br>3 4 5 6 7 8 9<br>10 11 12 13 14 15 16<br>17 18 19 20 21 22 23<br>24 25 26 27 28 29 30<br>31 | S M T W T F S<br>I 2 3 4 5 6<br>7 8 9 10 11 12 13<br>14 15 16 17 18 19 20<br>21 22 23 24 25 26 27<br>28 29 30    | S M T W T F S<br>I 2 3 4<br>5 6 7 8 9 10 11<br>12 13 14 15 16 17 18<br>19 20 21 22 23 24 25<br>26 27 28 29 30 31 | S M T W T F S<br>I<br>2 3 4 5 6 7 8<br>9 10 11 12 13 14 15<br>16 17 18 19 20 21 22<br>23 24 25 26 27 28 29<br>30 31 |
| 1959 SEPTEMBER 1959                                                                                                 | 1959 OCTOBER 1959                                                                                                | 1959 NOVEMBER 1959                                                                                               | 1959 DECEMBER 1959                                                                                                  |
| S M T W T F S<br>I 2 3 4 5<br>6 7 8 9 10 11 12<br>13 14 15 16 17 18 19<br>20 21 22 23 24 25 26<br>27 28 29 30       | S M T W T F S<br>I 2 3<br>4 5 6 7 8 9 10<br>11 12 13 14 15 16 17<br>18 19 20 21 22 23 24<br>25 26 27 28 29 30 31 | S M T W T F S<br>I 2 3 4 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30    | S M T W T F S<br>I 2 3 4 5<br>6 7 8 9 10 11 12<br>13 14 15 16 17 18 19<br>20 21 22 23 24 25 26<br>27 28 29 30 31    |